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No. 234 Oct. '82

MAD

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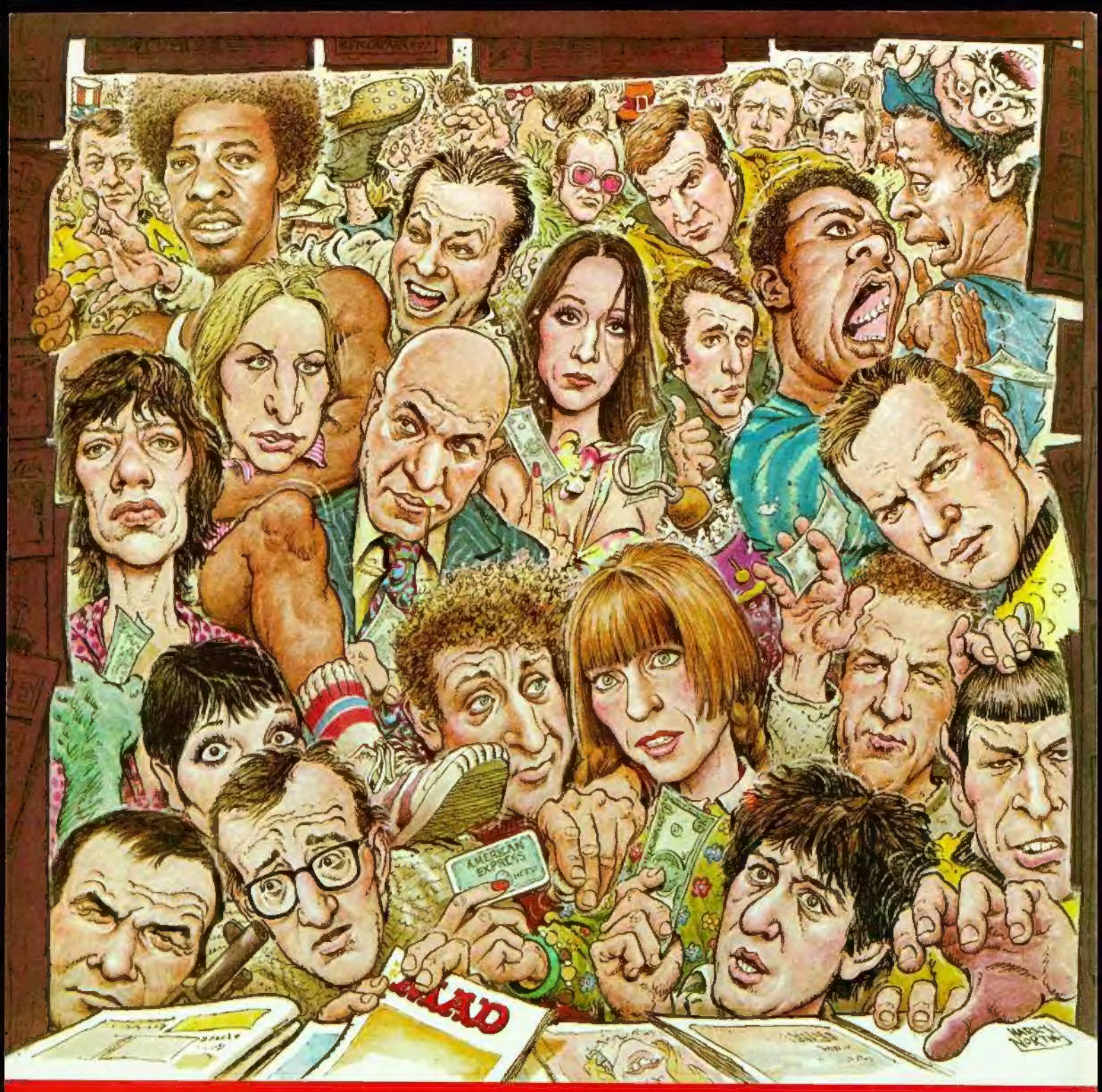

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NUMBER 234 OCTOBER 1982

MAD

"It's really amazing how unimportant your job is when you're asking for a raise... and how important it can be when you want a day off!"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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LETTERS DEPT.

"THE GREATEST AMERICAN ZERO"

"The Greatest American Zero" was a "flying high" achievement!

Chris Longobardi
Levittown, NY

Some CAPEr you pulled off with "The Greatest American Zero"!

K. Griffin
Mercer Island, WA

On your "Great American Hero" cover, Alfred looks more like Shirley Temple!

Nicole Mila
Atlanta, GA

The first time I heard of "The Greatest American Hero" I thought Alfred E. Neuman would be the star.

Steven Drofich
Lehighton, PA

Your "Greatest American Zero" rated a "0".

Paul Hemmes
Tom's River, NJ

ALSO: Ali Shah, Baytown, TX; A Short Kid from Moss Jr. High, Beavercreak, OR; Tom Benedum, Apache Jct., AZ; Jonathan Potts, Greensburg, PA; Matt Richardson, Concord, CA; Ray Janeso, Columbus, OH.

MAD FIRST AID

I am an Assistant CPR and First Aid instructor. After reading your article, "A MAD Guide To First Aid," I carefully photocopied, cut up and pasted it together until I had a fair facsimile of a book. I then slipped it inside the lesson plans of the Head Instructor. At first he was very upset and ready to kill whoever had planted it. Then he started to read it and enjoyed the humor. Thanks for brightening what sometimes seems to be a very dull and dry classroom experience.

Deidre E. Parks
Newark, NJ

"A MAD Guide To First Aid" was an article that needed help! Everyone knows that for a snake bite you must catch the snake and make him sign an accident insurance claim in the event that the snake gets cancer or something from biting the individual.

Dennis Greenwald
Walled Lake, MI

$500 EACH!

Yep...if we sold these spaces we use to advertise our full color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid—suitable for framing or wrapping fish—to some schlock mail order promoter, we could get $500 or more for each! Instead, we use these spaces to promote MAD's own schlock mail order item, these pictures! Send: 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 and $10.35 for 81 to MAD, 485 MADison Avenue, N.Y., N.Y. 10022

"THE MAD STUDENT HATE BOOK"

I found one mistake in "The MAD Students Hate Book!" The line about hating to be the smartest kid in the class is something most MAD readers wouldn't know a thing about.

Jeff Hartan
Kenosha, WI

Don't You Hate...having your girlfriend making straight A's in the same class you're failing!

Somebody
Somewhere, U.S.A

Don't You Hate...when the kid sitting next to you sets off a MX stink bomb!

Jeff Pace
Hendersonville, NC

Don't You Hate...when you lend your latest issue of MAD to one person at school and it's passed around to thirty other people before it's returned to you a mangled, mutilated mess.

Steve Wiandt
Magnolia, OH

We hate it, too! Make the cheap skates buy their own copy!—Ed.

Don't You Hate... reading MAD Hate Books!

Matthew Keleher
Denver, CO

ALFRED'S BROTHER???

Did you know that Alfred E. Neuman has a twin brother? His name is Richard L. Neuman. When he was three years old, Richard was abandoned in the fruit section of a grocery store in Boulder, Colorado. Imagine his surprise when Richard recently discovered his long-lost brother's picture on the cover of MAD Magazine!

B. S. Wagner
Boulder, CO

Alfred's Long Lost Brother?!?

WHATEVER HAPPENED TO...?

For the last 20 years I managed to keep my former MAD addiction a secret from my wife and children. This year, my son started bringing home the mag and I am hooked once again. The 20-year hiatus leaves me with one question: whatever happened to "It's crackers to slip a rozzer the dropsy in snide"?

Jim Bailey
San Martin, CA

Whatever happened to Fester Bester Tester?

Chuck Cunningham
Wheaton, MA

TAKE TWO TABLETS AND...

You guys must really be hurting for material! I can't express in words how offended I was at your "Ten Commandments." After reading them, I immediately pitched the magazine. That article certainly was a statement of how much you respect our Father. But what can you expect from New Yorkers?

Jill Rausch
Omaha, NE

I would like to request permission to photocopy "MAD'S Modern Disclaimers To The Ten Commandments" and hand it our to my Sunday School Class.

Glenn Jacobs
Eagar, AZ

Your article on "Modern Disclaimers To The Ten Commandments" was the "God's honest truth!"

Nancy Bolinski
Wilmington, DE

ABORTION, CONTINUED...

Re: the abortion controversy (Letters Page, MAD #232), if abortion is murder, then certainly abstinence is negligent homicide, for the ultimate result is the same—a human is denied the right to live, in the latter case due entirely to wanton neglect on the part of the prospective mother and father. If we are going to make abortion illegal, then we should outlaw chastity as well!

R. H. King
Corona, CA

GOING TO THE DOGS, CON'T.

Concerning Sergio Aragones' dog "Good Question!", is that the same "Good Question!" that has lately been mating with my dog, "Evasive Answer"?

P. A. Chappars
San Jose, CA

Very Good Question!—Ed.

WEIGHTY MATTERS

Paul Peter Porges forgot one method of losing weight without dieting. As soon as you're done eating a meal, read part of MAD magazine. Guaranteed, whatever went down will soon come up and you'll never gain a pound!

Jodi Wellnitz
Lincoln, NB

In Paul Peter Porges' "Look Slim And Trim Without Diet Or Strenuous Exercise" he said to mingle with people that are fatter than you are. What if you are the fattest?

Ricky Estano
Medford, MA

Start hanging around with elephants!—Ed.

GOODBY GARFIELD

Praise be to Al Jaffee for including the dog dish full of little Garfields in his Reaganomics fold-in. Those of us who live in Garfield merchandising shrines bow to Jaffee's use of the fat cat.

Mike Graham
Lubbock, TX

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Hi, there! I'm **Father Nokaypee, Chaplain** of the **4077th M.A.S.H. unit** in Korea! Let me **refresh** your **memory** of **"The Creation"!**

In the Beginning, the **Producers** created a **TV Series**... based on the **Good Book** and the **Hit Movie!** On the **First Day,** They created the **Premise!** On the **Second Day,** They created the **Structure!** And on the **Third Day,** They created the **Pilot Episode!** And They saw that it was **Good!**

On the **Fourth Day,** They went up into the **Hills of Malibu,** and They gazed upon the **Land** and said, **"Let this be Korea!"** And it **was!** And They saw that it was **Right!**

And on the **Fifth Day,** They said, "Let there be a **Cast of Characters** played by **Talented Actors** who will be **Funny** and **Facile** and **not Committed** to **any other Sit-Com!** And thus, They created the **Men** of the Series!

And on the **Sixth Day,** They created the **Women** of the Series! And they saw that it was **Good**... and **Funny!**

And They said, "Let this Show be **Different** from other Wartime SitComs! Let there be **Brisk, Witty Dialogue!** But, **along** with the Comedy, let us show the **Stark Reality** of War! Let our Show have **Integrity!** And it **did!** And the **Public** saw that it was **Good!** And on the **Seventh Day,** the Creators **rested** ... in the **Polo Lounge** of the **Beverly Hills Hotel!**

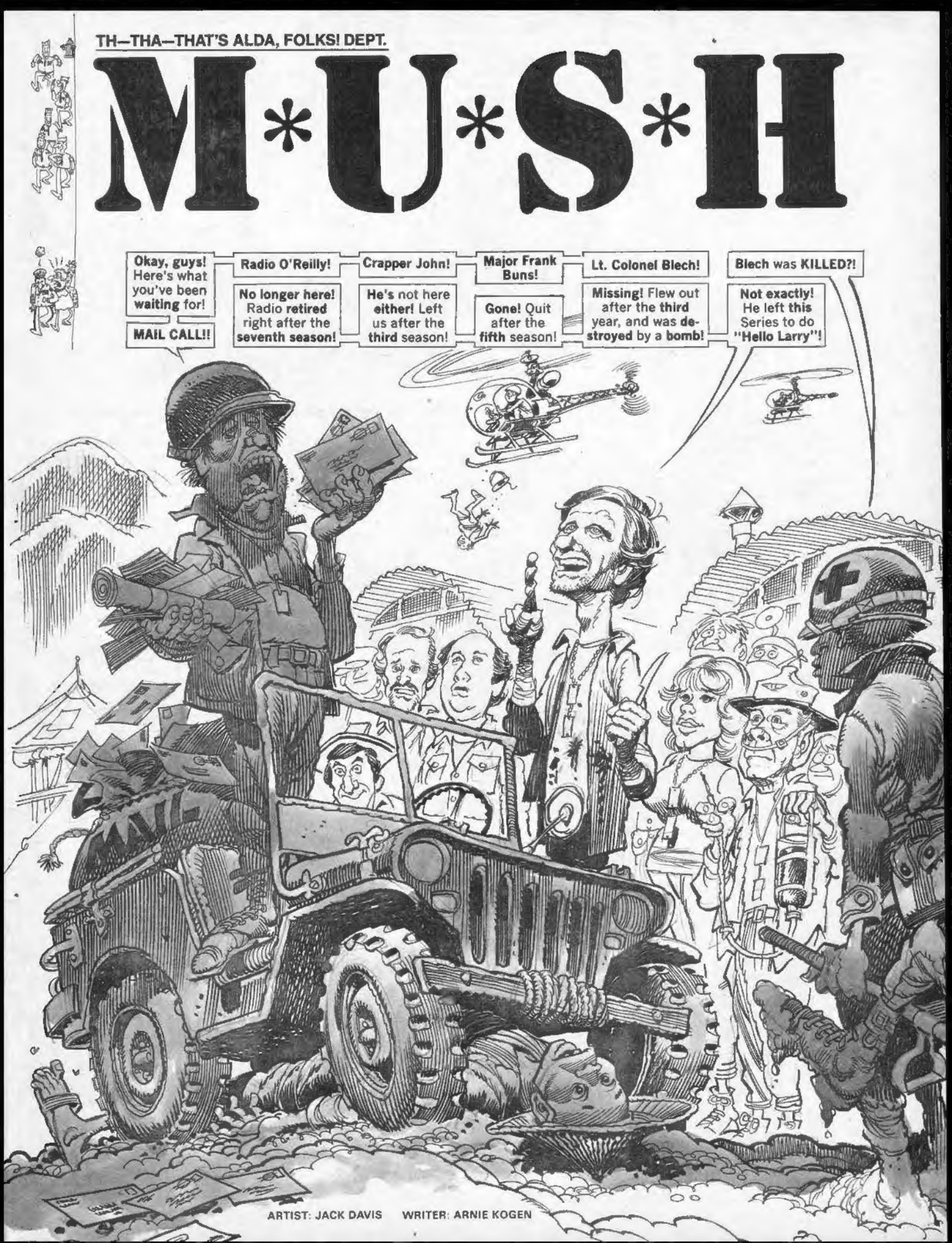
And over the Years, the Show **prospered,** and became the most **Popular Show** in the Land! And They were **well-rewarded** with **many Statues** called **"Emmys"!**

And They said, **"Be Fruitful** and **Multiply** into **T.V. Syndication!"** And it **did!** And They said, "Let there be **Re-runs!"** And there were **Plenty!**

But **lately,** Things have **Changed** in this Series that was "Paradise"! You will see what We **mean** in this **MAD Version** that examines the **Sins** of—

TH—THA—THAT'S ALDA, FOLKS! DEPT.

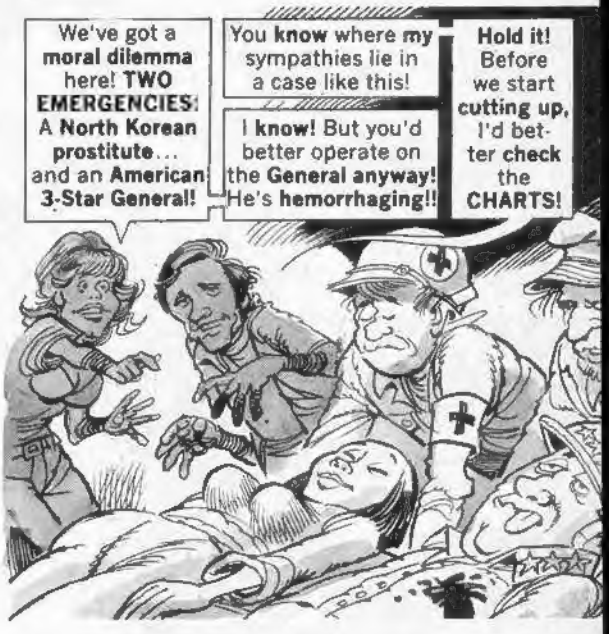
M*U*S*H


Okay, guys! Here's what you've been waiting for!
MAIL CALL!!
Radio O'Reilly!
No longer here! Radio retired right after the seventh season!
Crapper John!
He's not here either! Left us after the third season!
Major Frank Buns!
Gone! Quit after the fifth season!
Lt. Colonel Blech!
Missing! Flew out after the third year, and was destroyed by a bomb!
Blech was KILLED?!
Not exactly! He left this Series to do "Hello Larry"!

ARTIST: JACK DAVIS WRITER: ARNIE KOGEN

Radio!? Buns?! Crapper!? Blech?!
All those zany guys gone!? Why??
Who knows, P.J.? War makes men do strange things!
Some cry in fox-holes!
Some explode grenades in their pants!
And some leave their successful SitComs to do other SitComs that last... at best, for thirteen weeks!
THAT'S how crazy war can make a guy!
I'll bet you miss your ol' swamp buddy, Crapper John!
Are you sure?
I'm sure!
Not really!
You're just saying that so I won't explode a grenade in my pants!
Listen, in a hit Series like this, the FORMAT is the star and the supporting actors just come and go!
Do you know what happens when YOU decide to leave this show... ??
No!! Hum a few bars!
NOW I miss him!!
THE SWAMP
SURGERY
It's amazing! The Korean War lasted only TWO YEARS... and yet our Series has lasted over TEN YEARS... five times longer than the REAL WAR!!
We have better writers!
Yeah! Proves the pen IS mightier than the sword!!
What are my chances, Doc? Give it to me straight!!
Oops! He said the wrong thing on THIS show!!
Because NOTHING in this M*U*S*H Operating Room is EVER straight!!
The quips fly fast and furious —especially when it comes to Squawkeye!
Why... his "dysentery" jokes ALONE won him an "EMMY" one year!
Okay, I'll level with you, Soldier!
Oh-oh! Get ready! Here it comes!!
You're going to pull through this ... but I'm damn mad! Why don't they stop this war?! I'm tired of death and loneliness and despair! What ever happened to decency and compassion and feelings? Whatever happened to encouragement and caring and warmth? Whatever happened—
Quick! Somebody STOP him before they flash TELETHON NUMBERS across the screen!!

Hey, Squawkeye! Knock it off— and lighten up! You're becoming much too self-righteous and serious again!!
War isn't ALL CHUCKLES, you know!! I'm trying to make people feel deeply!
And what gives you the right to impose YOUR views on M*U*S*H fans?!
My contract!
Big deal!! Just because you're the "STAR" of this Series?!
I'm also the WRITER, the DIRECTOR and the CREATIVE CONSULTANT of this week's episode!!


We've got a moral dilemma here! TWO EMERGENCIES: A North Korean prostitute... and an American 3-Star General!
You know where my sympathies lie in a case like this!
I know! But you'd better operate on the General anyway! He's hemorrhaging!!
Hold it! Before we start cutting up, I'd better check the CHARTS!

Oh-oh! We already DID "Trauma" jokes during the sixth season!
And we can't do any "Massive Concussion" gags! We covered that in the seventh season with the "Klinger's Chicken Gets Frostbite" episode! What'll we do?
So let's repeat! Who'll know?!?
THEY'LL know!! Those M*U*S*H fans watch every re-run! They know every word... every line! Let's face it, P.J.! After ten years of this, all of the best disease jokes have been USED!

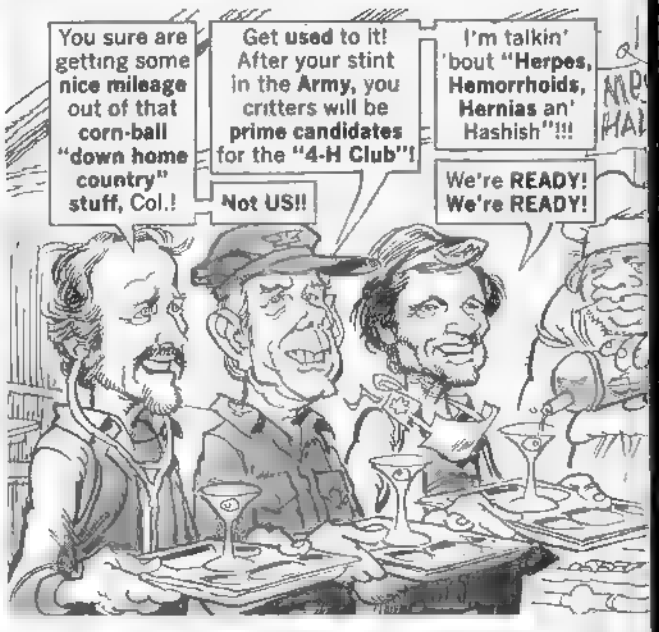
Have you noticed how "perfect" Luke-warm Lips is looking these days?
It's amazing! After two exhausting days in Surgery, WE all look like DEATH WARMED OVER... and SHE looks like the cover of "Vogue"!
What's even MORE amazing is... this is 1950 and she's wearing a hair-do that won't be INVENTED until 1981!!
SURGERY

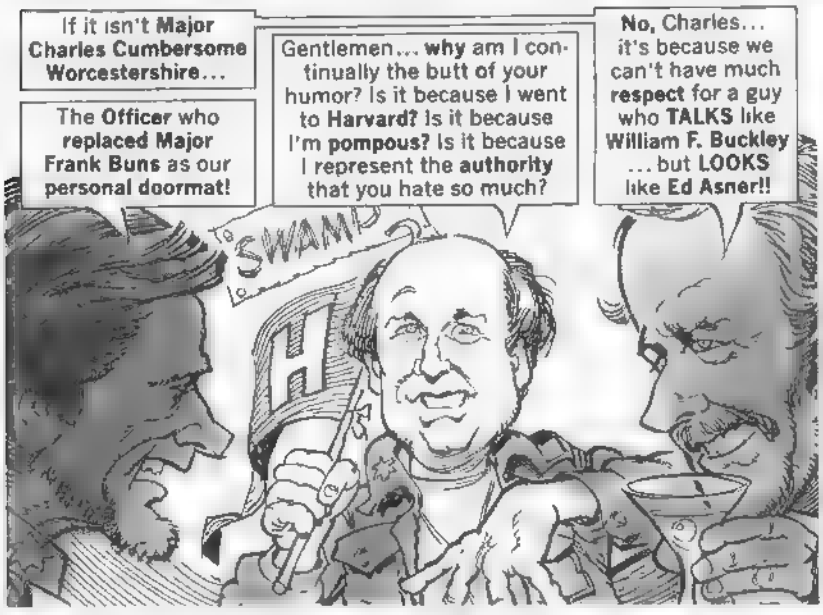
Hey, Luke-warm Lips! How about you and me... YOU know...!?
I don't do that sort of thing!
You DID that sort of thing!
When?!
For the first six or seven seasons!! You kept our spirits high and our faces clear!
Well, forget it! This year, I've found religion!
Just our luck! We have the only TV Series with a Born-Again Virgin!

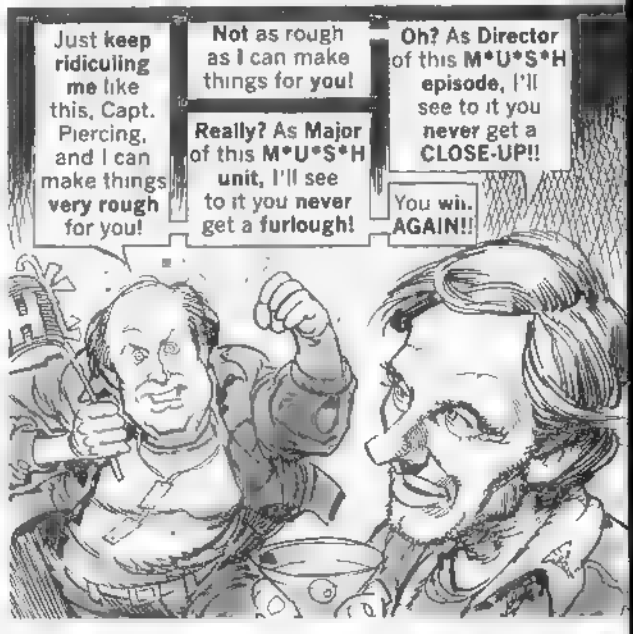
Okay, what's up, Klinker?
I'm donating all my dresses to the needy!
To the needy POOR??
No... to the needy SITCOM! Send these to "BUSOM BUDDIES"! THEY can use them!
SUPPLY SGT.

All right ... tell me what's **really** bothering you, Sgt. Klinker!
This Series has gone **"soft"**! The **characters** are **changing**! **Squawkeye** isn't the **mischief-maker** he was! **Luke-warm Lips** isn't the **floozy** she was! And **I'M** not the **WOMAN** I was!!
You mean...?!?
Exactly, Doc!! Suddenly, I'm dressing in the **weirdest clothes! MEN'S!**
PSYCHIATRIST
It's **exasperating!!** The Producers won't even allow me to **let the HEM out** on my **Battle Fatigues!**
And you feel **anxious** and **threatened**...?!
Sure!! Wearing a **dress** was my **gimmick**... my **schtick! Without** a dress, I'm just an **ordinary guy** on a **Series! WITH** a dress, I'm "that **FREAK** on that **Army Show!"** It meant **status**... and **recognition!** It meant at least **two guest shots** on **"Love Boat"!**
Why not write a **letter home?**
You think that will **help** me?!
No, but it **will** help the **show!** A **"Letter Home" episode** usually means an **EMMY!**
Don't be depressed, Klinker! **Lots** of women go through **"changes"!**
I'd **run away** and go **AWOL,** but I **know** I'd never make it to the **border** in **my condition!!**
I'm **only** used to running in **high heels!**
The man is **delirious!!**
I **came** as soon as I heard the **news!**
That **Klinker's** having a **breakdown?!?**
No, that **Colonel Blech** left the **show!** It was a **fantastic opportunity** to **resurrect my career** as a **Second Banana!!**
Emmy
What's his **exact condition?**
He **still** thinks he'd like to be a **woman!** He's **delirious,** and he's **on drugs!**
Drugs?! WHAT drugs?!
Midol!
What he **needs** is a **long rest,** a **bath** and a **clean shave!**
But make it with a **LADY SCHICK!**
FOR CRYIN' OUT LOUD, CUT THAT OUT!!
Klinker, I **know** you're delirious, but I'm here to **help** you! **Calm down!** Do you **recognize** me...?
Sure! You're **Jack Webb's sidekick** on **"Dragnet"!**
Try again!
You're the **bumbling husband** on **"Pete and Gladys"!**
Get the **test** patterns out of your **brain,** Son! I'm your **C.O.... Col. Sherman Potcheese!**

Klinker, Col. Potcheese is the new "Father Figure" on the show! He's a Cavalry veteran from the Great War! Now, you're under a strain, so listen carefully while he talks some sense to you, okay?
Son... I'm gonna set here while you get some shut-eye! B'fore you know it, you'll be up an' around at the first cock-a-doodle-doo, an' then you an' me, we'll mosey over t' the chow line an' watch 'em womp up a mess o' vittles!
We wanted Sigmund Freud, and we got Walter Brennan!


You sure are getting some nice mileage out of that corn-ball "down home country" stuff, Col.!
Get used to it! After your stint in the Army, you critters will be prime candidates for the "4-H Club"!
I'm talkin' 'bout "Herpes, Hemorrhoids, Hernias an' Hashish"!!!
Not US!!
We're READY! We're READY!


If it isn't Major Charles Cumbersome Worcestershire...
The Officer who replaced Major Frank Buns as our personal doormat!
Gentlemen... why am I continually the butt of your humor? Is it because I went to Harvard? Is it because I'm pompous? Is it because I represent the authority that you hate so much?
No, Charles... it's because we can't have much respect for a guy who TALKS like William F. Buckley ... but LOOKS like Ed Asner!!
SWAMP


Just keep ridiculing me like this, Capt. Piercing, and I can make things very rough for you!
Not as rough as I can make things for you!
Really? As Major of this M*U*S*H unit, I'll see to it you never get a furlough!
Oh? As Director of this M*U*S*H episode, I'll see to it you never get a CLOSE-UP!!
You win. AGAIN!!

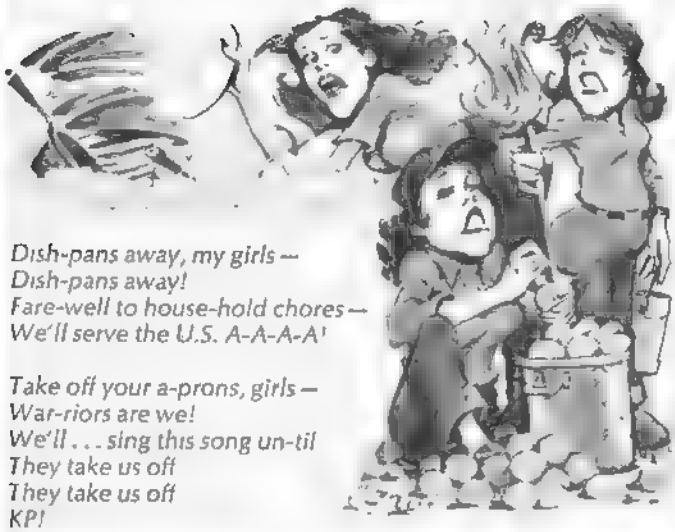
I called this meeting because I've got some BAD NEWS! Our show is in the crapper! Looks like it's our FINAL SEASON in Korea! And just in time, too!! We've been on so LONG, we're running into the VIETNAM WAR!
I KNEW it! We were our own WORST ENEMY!
How's that?
Our RE-RUNS were more popular than our current shows!
I'm not going to take this lying down!!
If you DID, it might not be our last season!
Luke-Warm Lips! I hear there's a part in the new "Woman's Army" SitCom, "Private Benjamin"!
Great! I'll audition for that!
Right after I audition for that!!
The Lord GIVETH a Series ... and The Lord Taketh Away!!

BATTLE HYMNS FOR HERS DEPT.

Well...the Equal Rights Amendment may have been killed recently, but if you think you've heard the last of equality and women's rights, you're crazy! Women are a growing *political* and *work* force in this country. More and more they are competing with men for jobs that were, up until a few years ago, dominated exclusively by males. Take the U.S. Armed Forces, for instance. Women have joined the Military ranks and are now training and fighting right alongside the men. Which is why we think it's now time to update some old military fighting songs. So here's:

MARC
NOW THAT TI

ARTIST: JACK RICKARD



Dish-pans away, my girls—
Dish-pans away!
Fare-well to house-hold chores—
We'll serve the U.S. A-A-A-A!

Take off your a-prons, girls—
War-riors are we!
We'll . . . sing this song un-til
They take us off
They take us off
KP!

THE MALE SERGEANT'S LAMENT

(sung to the tune of
"Bless 'Em All!")

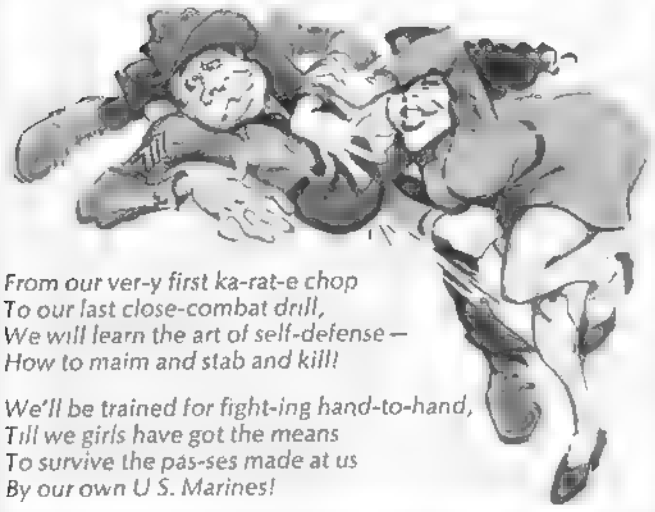
Save us all—
Save us all—
From gals who have gotten the call,
The ones wearing curlers whose helmets won't fit,
Who have to stand guard and go into a snit,
When their cries drive us guys up the wall,
'Cause their un-i-forms one size too small,
Retreat on the double—
They're nothing but trouble—
From duty like this,
Save us all!

What's to wear?
What's to wear?
Hear us groan,
Bitch and moan,
What's to wear?
'Cause we can't stand khaki,
It's just too tacky—
Besides, it itches ev'ry-where;

Such despair
It's not fair!
Why not prints
Or some chintz
With a flair?
We'll keep com-plain-ing—
Won't fin-ish train-ing—
Till the brass comes up with
Something chic to wear!

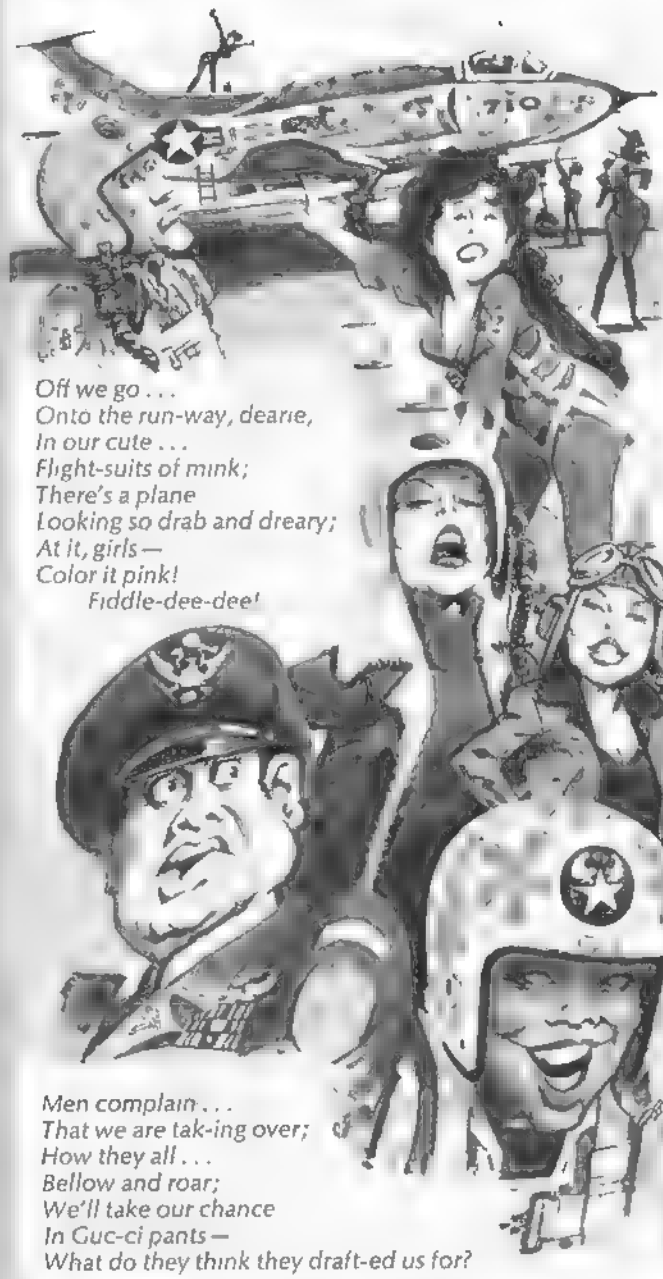
CHING SONGS
IE ARMED FORCES ARE CO-ED

WRITER: FRANK JACOBS ** IDEA BY: MARY JOAN CHINI



From our ver-y first ka-rat-e chop
To our last close-combat drill,
We will learn the art of self-defense—
How to maim and stab and kill!

We'll be trained for fight-ing hand-to-hand,
Till we girls have got the means
To survive the pas-ses made at us
By our own U S. Marines!



Off we go . . .
Onto the run-way, dearie,
In our cute . . .
Flight-suits of mink;
There's a plane
Looking so drab and dreary;
At it, girls—
Color it pink!
Fiddle-dee-dee!

Men complain . . .
That we are tak-ing over;
How they all . . .
Bellow and roar;
We'll take our chance
In Guc-ci pants—
What do they think they draft-ed us for?

THE FEMALE SERGEANT'S MARCH

(sung to the tune of
"Over Hill, Over Dale")

Hello, Bob! Hello, Bill!
You can call me Sergeant Lil;
I'm a libber, so move it along!
Careful, Al! Cool it, Chuck!
One wrong move, you're out of luck,
I'm a libber, so move it along!
For it's Hi, Hi, Hey!
When I shout out, "E R A!"
Call out your answer loud and strong—
FRE-DAN!
Or I'll fill the brig
With each chauvanistic pig!
I'm a libber, so move it along!

THE MALE DRAFTEE'S ROUSER

(sung to the tune of
"Cheer, Cheer For Old Notre Dame")

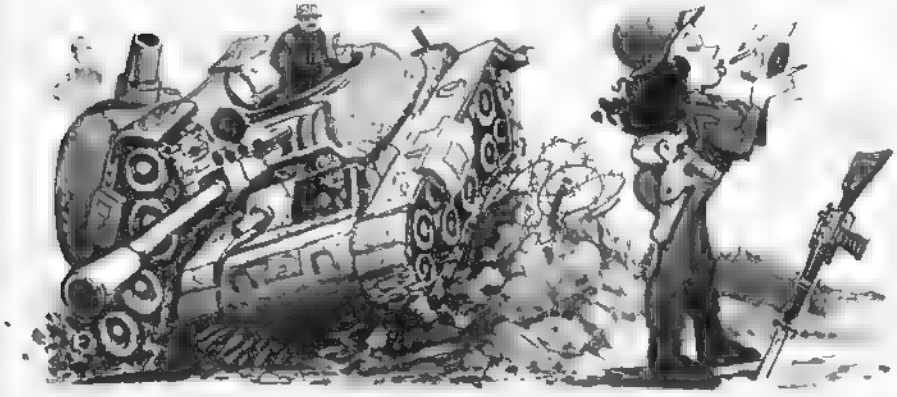
Cheer, cheer for our soldier dames;
Now that they're here, we've new Arm-y games;
Tell your girl back home good-by,
Right here we've got a fresh sup-ply;
What though our marching makes us collapse,
They'll give us com-fort, right after taps,
Prov-ing that we're real-ly liv-ing
In a dem-oc-rac-y!

THE ARMED FORCES MARCH

(sung to the tune of
"The Battle Hymn Of The Republic")

Mine eyes have seen the glory of an
Army that's co-ed,
Of a Navy where the Captain has to
sub-divide the head,
Of an Air Force where they issue
flowered sheets for ev'ry bed;
The times are chang-ing now!

Glory, glory, basic train-ing
Nev-er was more ent-er-tain-ing;
There's more action — who's complain-ing?
The times are chang-ing now!



They are wearing battle outfits that are
full of fancy frills;
They're a credit to the service, and we
call 'em "G.I. Jills;"
If George Patton were alive to day, he'd
take off for the hills;
The times are chang-ing now!

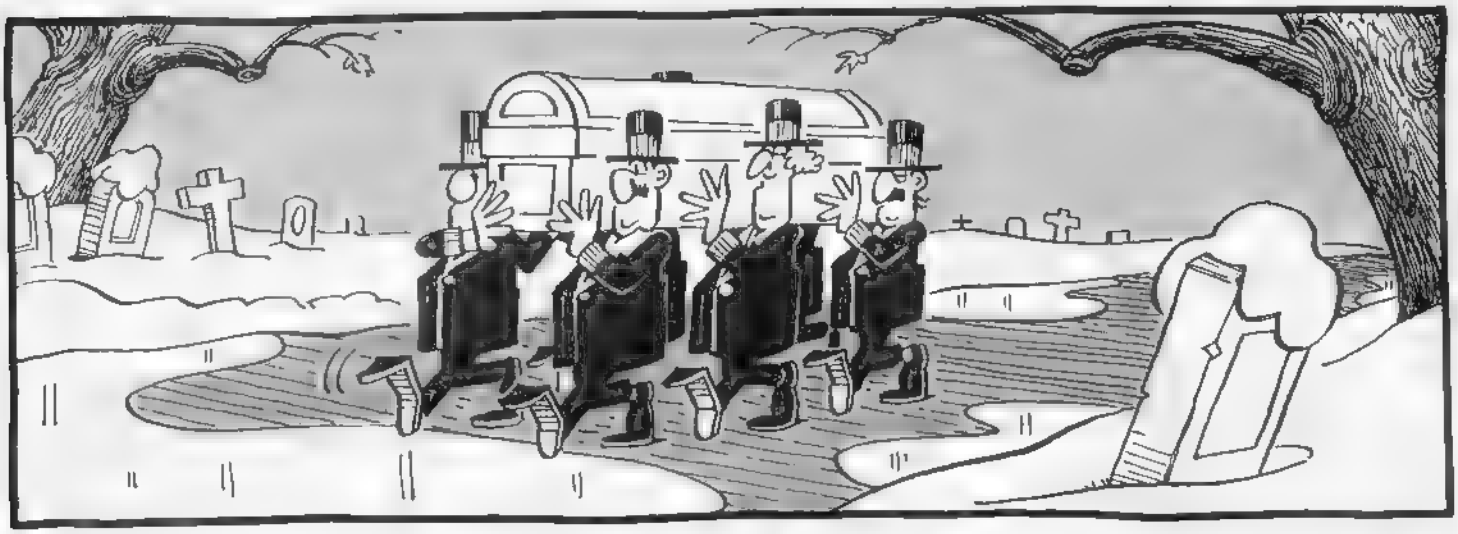
Glory, glory, foes they'll shake up;
Armed attacks they're sure to break up;
Then they'll freshen up their make-up;
The times are chang-ing now!

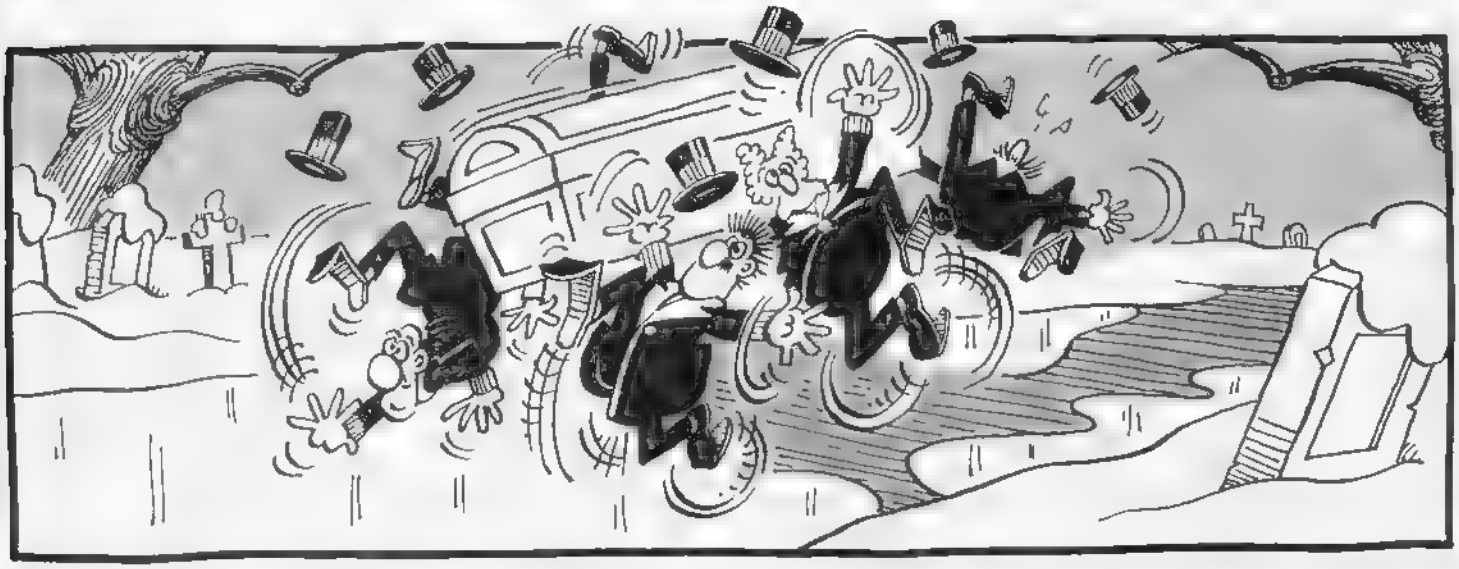
They are trained to shoot a rifle, and they
show no signs of fright;
They're as brave as any man and nev-er
run from any fight;
That's unless one gets a headache, and she
tells you, "Not tonight!"
The times are chang-ing now!

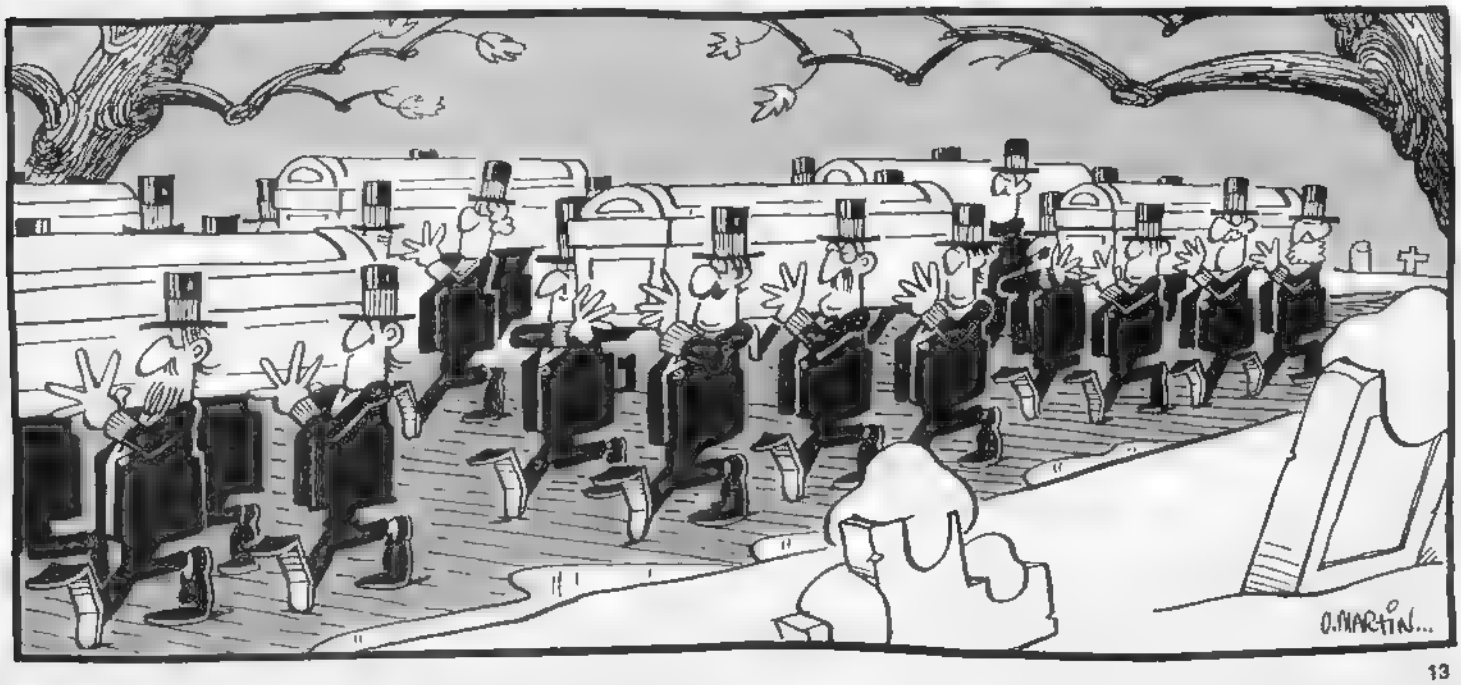
Glory, glory, tell her, Mist-er,
Should she struggle when you've kissed her,
"No one likes a draft re-sist-er!"
The times are chang-ing now!

DON MARTIN DEPT. PART I

ONE FREEZING DAY IN A CEMETARY



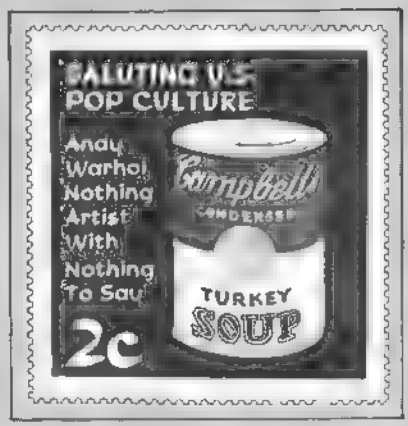


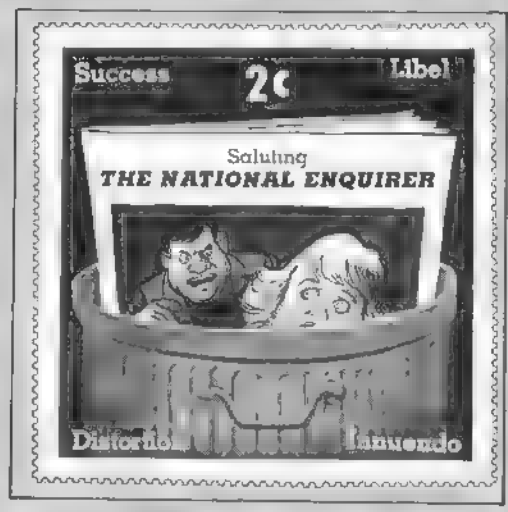


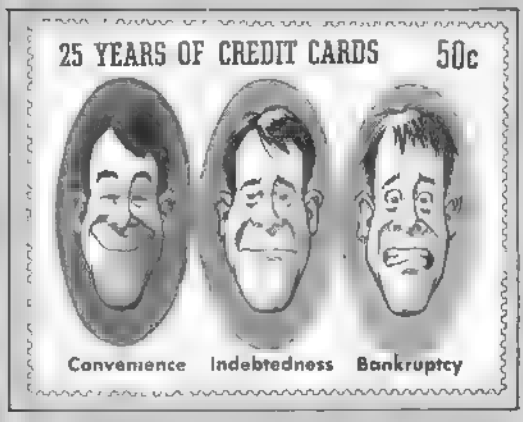
POST ROASTIES DEPT.

COMMEM

We can count on the U.S. Postal Service for many things like slow deliveries, inflationary postage rates and long lines at the Post Office windows. And we can also count on the Postal Service to continue issuing those boring Commemorative Stamps that totally ignore anything that's controversial or really important. Maybe some day, they'll come out with—







5th ANNIVERSARY
OF OUT-OF-SIGHT
FUEL BILLS

30¢

Frozen Blue

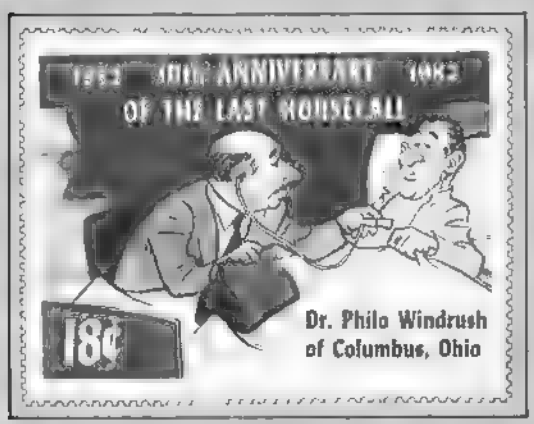
ORATIVE STAMPS
That Tell It Like It Really Is

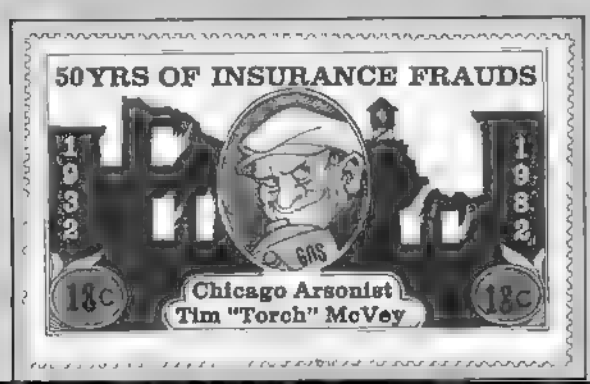
ARTIST: BOB CLARKE WRITER: FRANK JACOBS

HONORING
U.S.
MARIJUANA
IMPORTERS

18¢

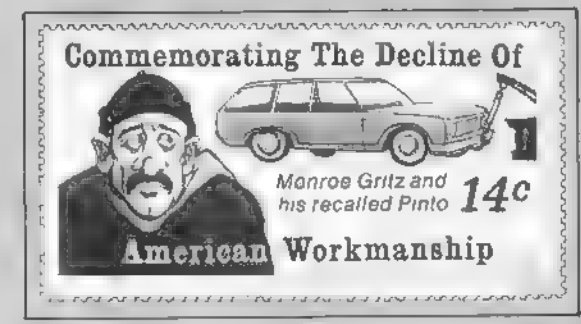
Acapulco Gold





SALUTING
AMERICA'S
COUNTRY
CLUBS

10¢
Lily White



BIG BROTHERS

Mommy...! Daddy...! You asked Harold to BABY-SIT for me while your were out, and instead, he beat me up!
He punched me in the stomach! He slammed me in the side! And he pounded me in the head!!
Did YOU do that to your little Brother?!?
Don't listen to him! He doesn't know what he's SAYING!!
He's obviously punch-drunk!

BERG s-EYE VIEW DEPT

THE LIGHTE

COOKING

You're kinda new at this cooking! How are you doing?
Pretty good . now that I have a system! I make use of modern technology and electronics!
I like my food "well done"! So I get everything cooking ...and then I go watch TV! When the TIMER goes off, I know everything's ready!
THERE'S the timer, NOW!
GOOD LORD...! What kind of a timer is THAT?!
BEEEP
A SMOKE ALARM!!

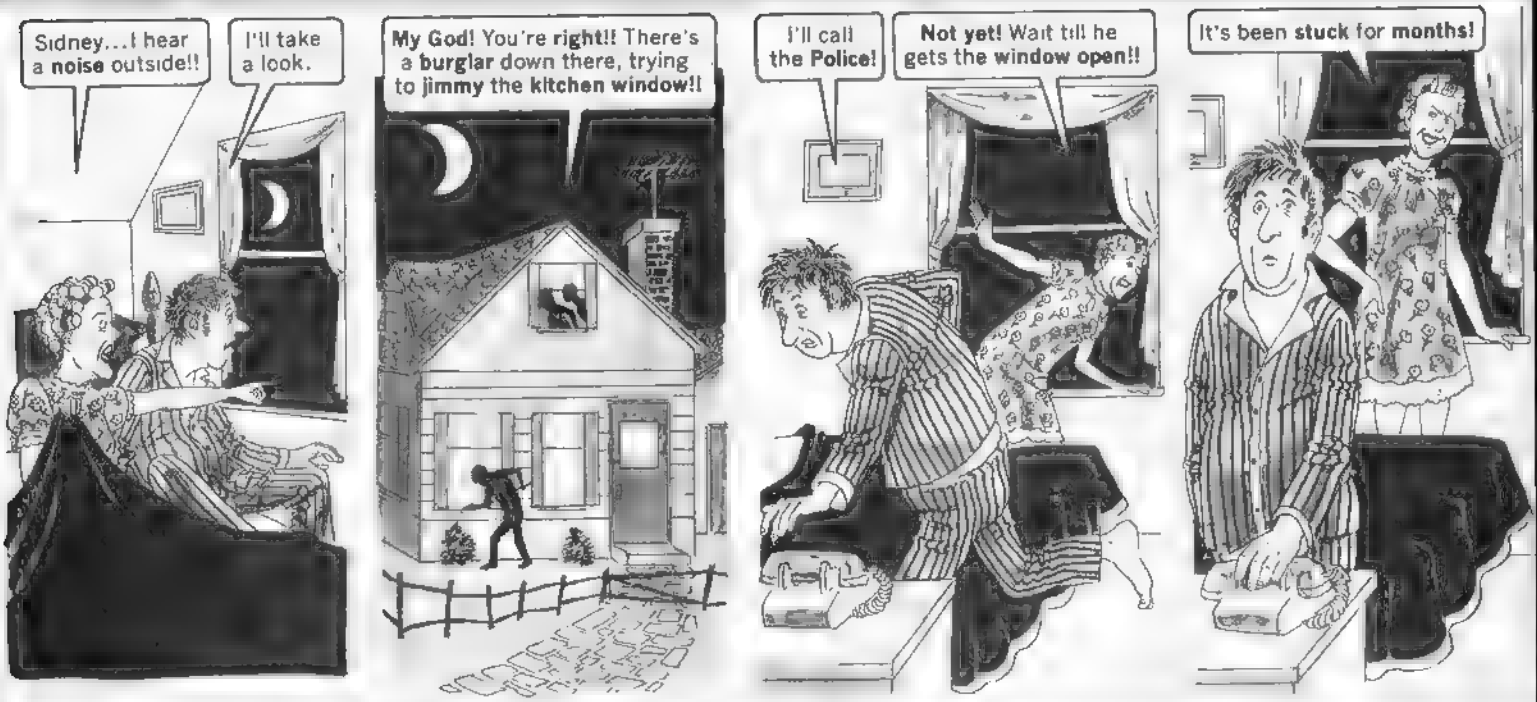
INJURIES

Hey! What's with you and those crutches?
I had an accident on a staircase!
Gee, I'm sorry to hear that! When did all this happen?
About four months ago!!
And your're STILL on crutches?!
Well, actually, my DOCTOR says I can get along WITHOUT them!
By my LAWYER says I CAN'T!!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

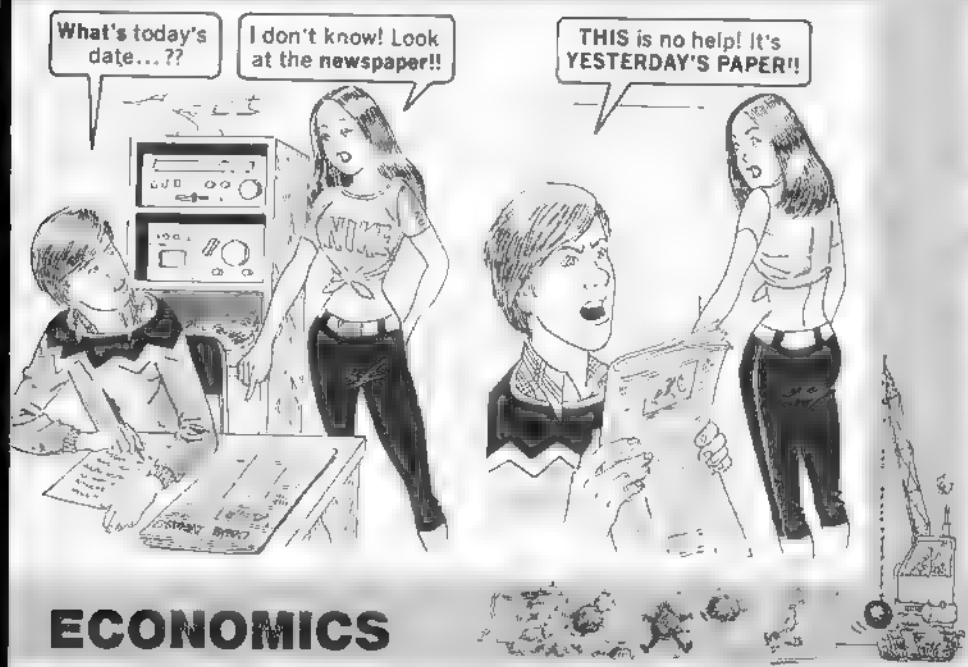
CRIME


Sidney...I hear a noise outside!!
I'll take a look.
My God! You're right!! There's a burglar down there, trying to jimmy the kitchen window!!
I'll call the Police!
Not yet! Wait till he gets the window open!!
It's been stuck for months!

DISCIPLINE

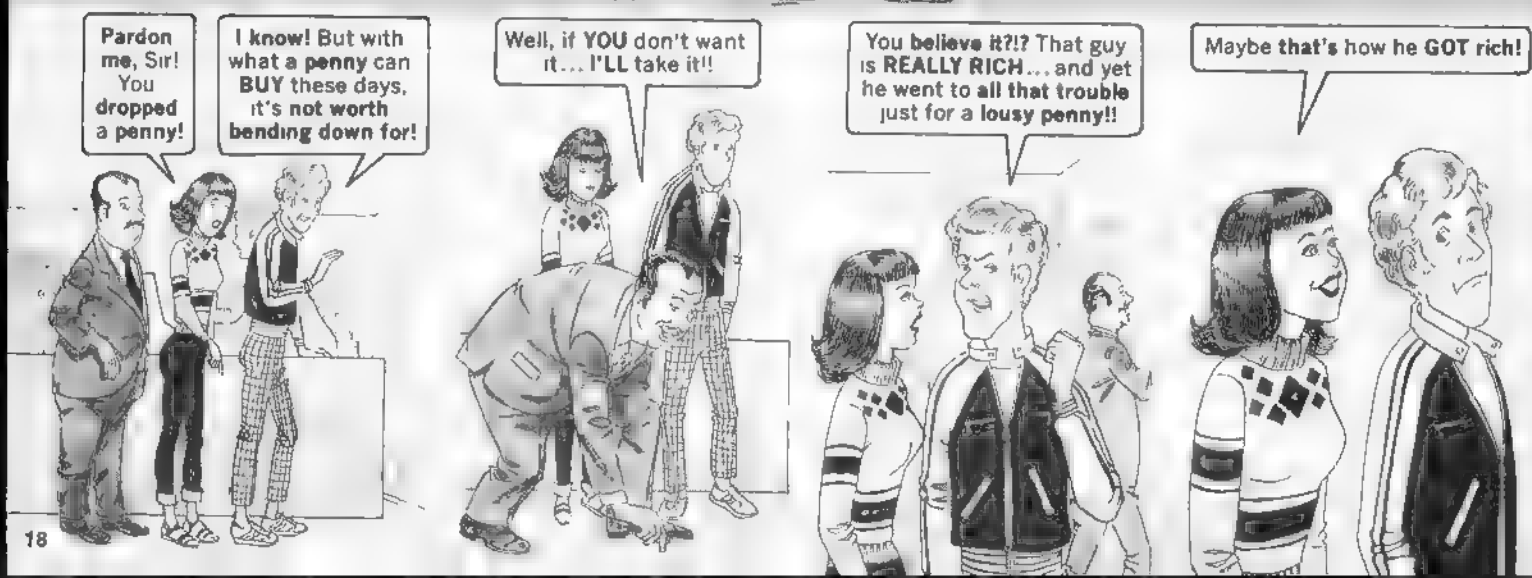
That Son of yours has been one rotten kid all day!!
What did he do?
Well, first he used an X-rated word!
You should have washed his mouth out with SOAP!!
I DID!!
Good!!
THEN, you should have heard what he said...!!

MATHEMATICS



THE OTHER WOMAN

ECONOMICS


Pardon me, Sir! You dropped a penny!
I know! But with what a penny can BUY these days, it's not worth bending down for!
Well, if YOU don't want it... I'LL take it!!
You believe it?!? That guy is REALLY RICH... and yet he went to all that trouble just for a lousy penny!!
Maybe that's how he GOT rich!

DOCTORS

What seems to be the trouble?
It's an ingrown toenail!
It's annoying, uncomfortable and, at times, excruciatingly painful! So, once and for all, let's take care of it!
And never mind a local anaesthetic or any other pain killer! Just DO IT!
Madam, I must say that it's very brave of you! But first, I think I should see the toenail!
Roland... take off your shoe and show the Doctor!

MEDICAL EXAMS

To tell you the truth .NEITHER do I!!
What did you DO that got the School Nurse so upset in there?!?
She told me to strip to the waist. .
...so I took off my PANTS!!

DINNER TIME

Donald, will you please say Grace, and thank God for what we are about to receive...?
That all depends on WHAT we are about to receive!
Yesterday's leftovers!
Nope! I won't do it!!
I already thanked Him for that LAST NIGHT!!

PARENTS

When I had the gang over yesterday, my parents embarrassed the heck out of me!
Really? And I thought they were pretty terrific!!
They made me feel like a FREAK... like I was out of my peer group and horribly different!
Gee... I didn't catch that at all!!
Why can't MY parents be like OTHER parents!?
What are other par ents like??
DIVORCED!!

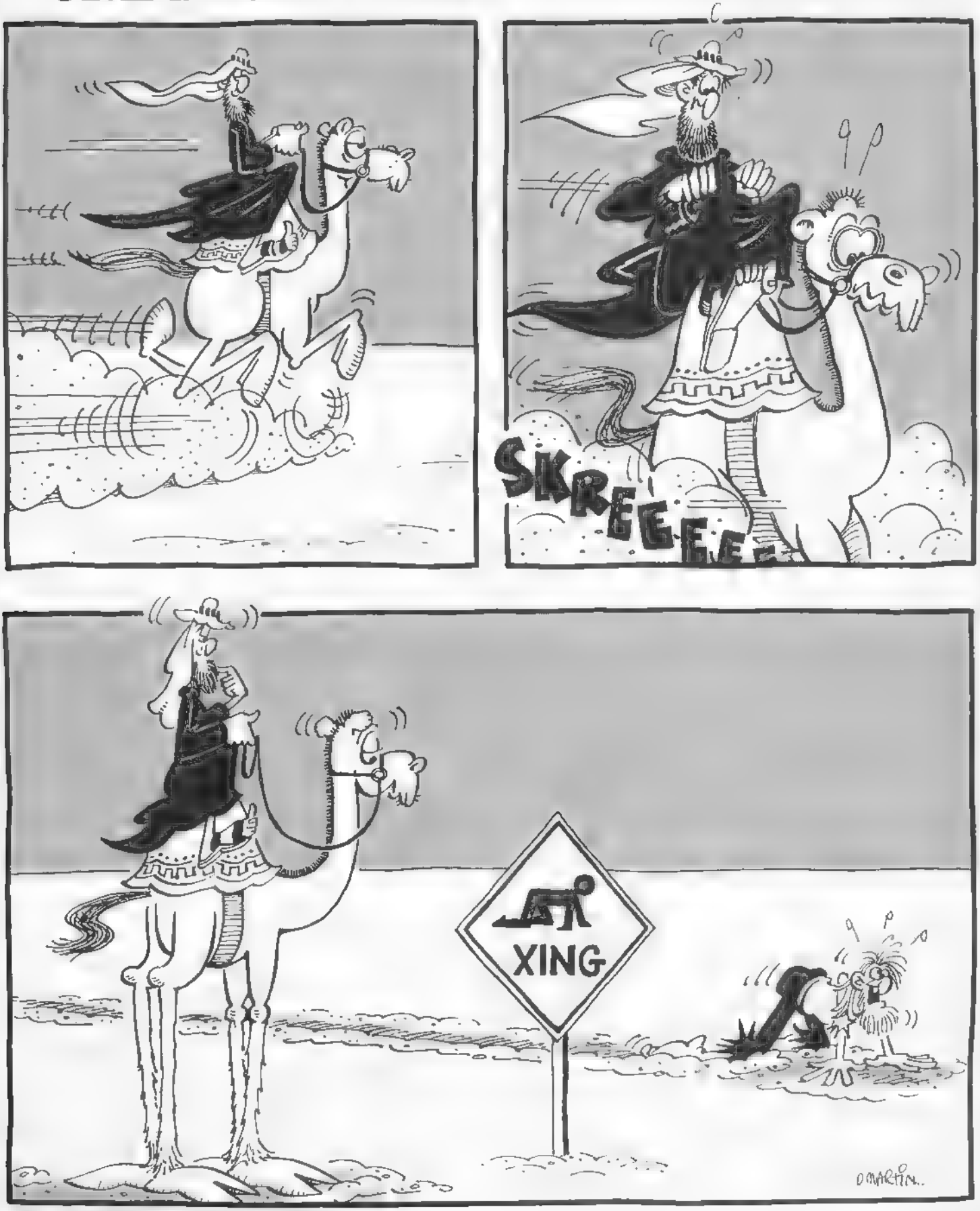
DATING

Thank you, Milton! I had a very pleasant first date!
A handshake?! That's ALL?! Aren't you going to in-vite me in?!?
But... I hardly KNOW you!
Get with it! This is the NINETEEN EIGHTIES!!
Well... okay! You can come in for a cup of coffee and some cookies... or a snack!
But, remember... I don't want any crumbs in the bed!

JUSTICE

Rodney, I just heard a terrible thing about you! And for that, I'm going to punish you!!
What did I do?!
You hit a little kid much smaller than you!!
Can you give me a reason why I shouldn't spank you?
Yeah
Because I'm a little kid much smaller than you!!
David Berg

ONE BROILING DAY IN THE DESERT



A FUTILE STATE DEPT.

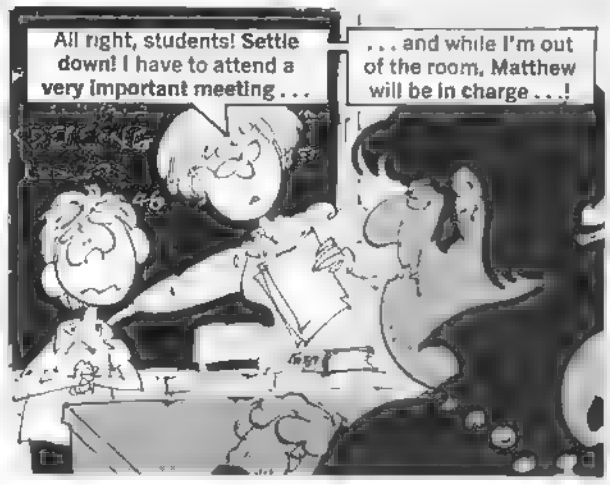
IT'S A THAN

ARTIST· PAUL COKER

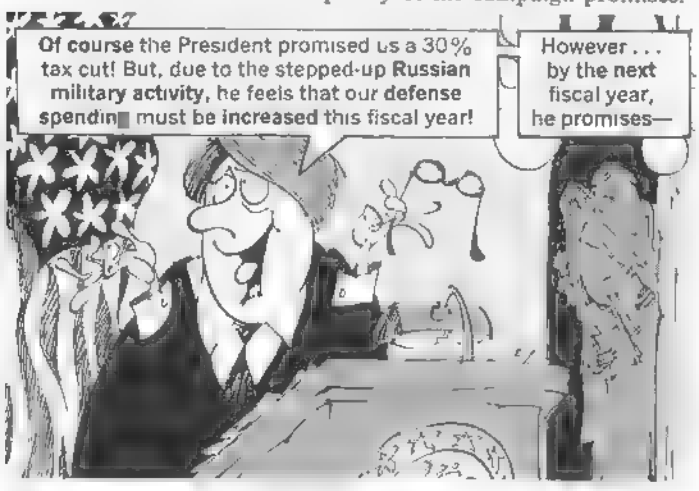
. . . being in charge of College Admissions, and trying to explain to a straight-A student why he's being rejected while a big-shot Politician's son who barely got through High School is accepted.

I know that you have excellent grades, but here at Old Ivy, we ALSO look for the well-rounded student!
I was on the Chess Team and Swimming Team! I was Editor of the School Paper, and I was in all the school plays!
That may be true, but—uh—there's also the problem of being a little TOO well-rounded!

. . . being selected by a Teacher to be in charge of the class while she attends to some business.


All right, students! Settle down! I have to attend a very important meeting . . .
. . . and while I'm out of the room, Matthew will be in charge . . .!

. . . being his Press Secretary, and trying to explain why the President hasn't kept any of his campaign promises.

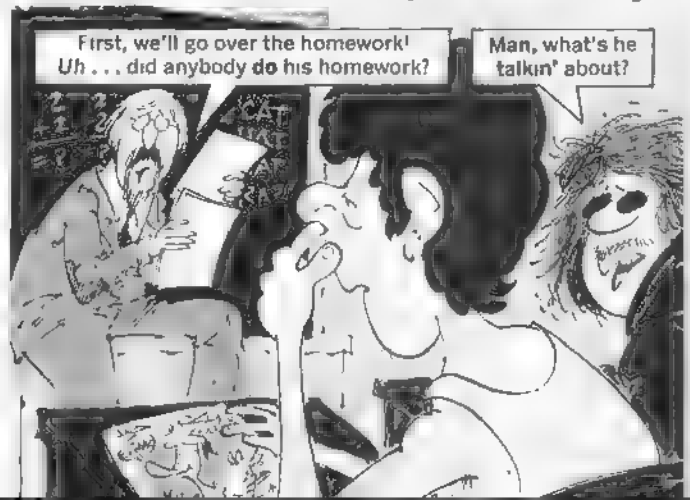

Of course the President promised us a 30% tax cut! But, due to the stepped-up Russian military activity, he feels that our defense spending must be increased this fiscal year!
However . . . by the next fiscal year, he promises—

. . . being the Coach of an NBA team where the lowest-paid player gets almost three times as much as you do.

Okay, guys . . practice tomorrow at 9:00 sharp!
Will you listen to that turkey with his 9:00 in the A.M. jive?! Man, I need my beauty sleep!
Forget it, Coach! I take delivery on my third Rolls Royce tomorrow!

. . . selling souvenirs at the ball park of a last-place team.

. . . being a Professor in an open admissions college.



KLESS JOB...

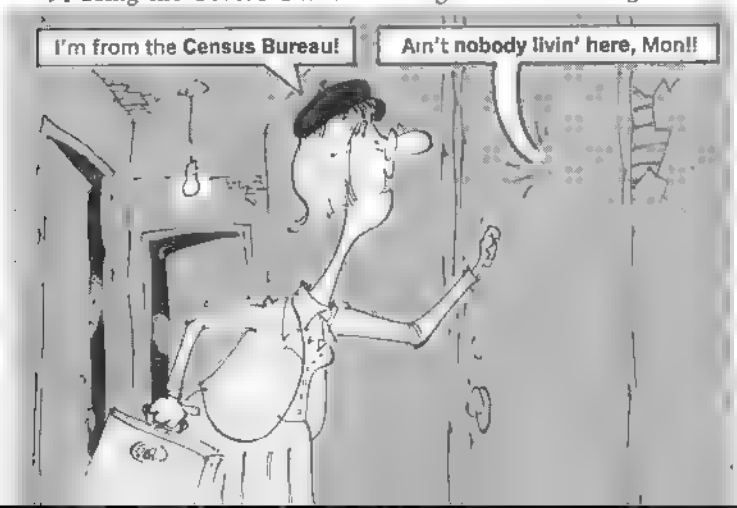
WRITER LOU SILVERSTONE

. . being the Comedian between acts in a strip joint.

. . . and he said, "That was no lady! That was my Uncle! He just walks funny!" Ha-ha!
Get off, you creep! Bring on the chicks!
Where's the broads?!

. . being the Usher in a Times Square all-night movie.

. . being the Census Taker in a neighborhood of illegal aliens.



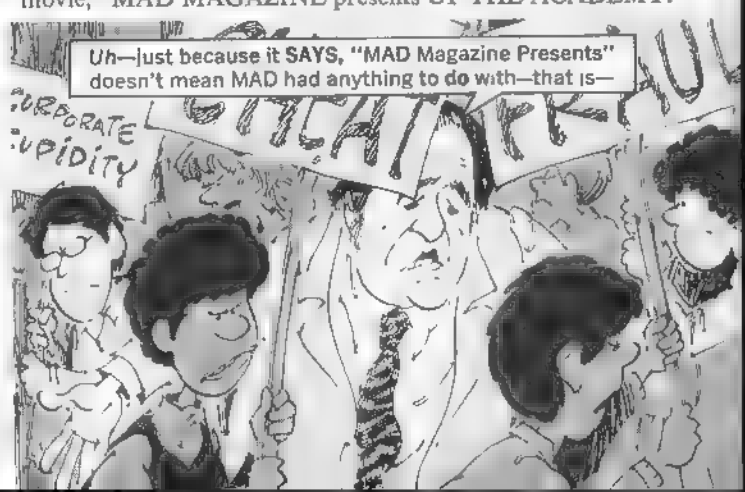
. . . being the Announcer of a big game that has turned into a 54–0 runaway, and trying to convince viewers to stay tuned.

For Pete's sake, Howard! Do something! The Sponsors are paying $100,000 a minute!
Don't be misled by the score! The Broncos are famous for their comebacks! Why, I remember one game—

. . . being a Teacher at a big football school, and having to tell the Coach you're going to flunk his star player.

Uh . . . Coach, I'm Professor Mildew of the English Dept.!
Look, I'm busy! We play State on Saturday . . .
I—uh—have one of your players in my class, a Mr. Rocky Kowalsky! It seems that on his last exam, Mr. Kowalsky—

. . being Editor of MAD, and trying to explain the movie, "MAD MAGAZINE presents UP THE ACADEMY."



In the past, the number-one problem in Police Departments throughout this country has been vandalism and theft. More recently, however, vandalism and theft are no longer confined to

MAD'S THEFT AND VAN

VANDAL-PROOF BUILDINGS

Bricks, marble slabs, granite blocks and other surfaces of buildings are treated with coats of transparent "Teflon."

Since nothing sticks to Teflon, vandals bent on defacing building with their graffiti are driven absolutely crazy.

Outside of building being sprayed with Teflon coating.

Graffiti vandal shows up with his usual spray can or marker.

Coating on building repels vandal's would-be graffiti.

THEFT-PROOF CARS

Experienced car thieves do not need any keys to break into and start a car. They have many ways to by-pass this simple problem.

Theft-proof car would contain special circuitry that is activated when car is started without a key. This turns on device that slowly raises the temperature of the driver's seat unbearably high.

Would-be car thief halts attempt and hastily abandons car, while he desperately seeks relief for backside in a body of cold water.

Police Departments. Now, they have become a major problem for you ordinary people in the outside world as well. So once again, we've come to your rescue with this collection of—

DAL-PROOF PRODUCTS

ARTIST AND WRITER AL JAFFEE

Frustrated vandal leaves in disgust, and building remains spotlessly clean.

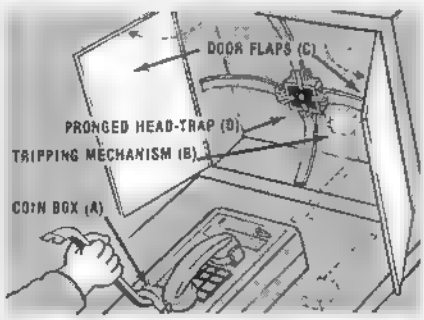
THEFT-PROOF PUBLIC PHONES

Public phones are often pilfered by crooks who break into coin boxes. This device senses any foreign object entering box and instantly traps the thief.

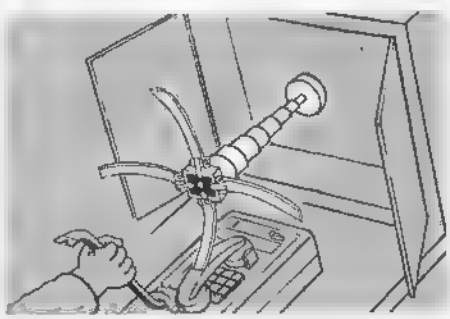
Would-be thief approaches public telephone booth, intent upon breaking into coin box and pilfering its coins . . . unaware of the fate that awaits him.

Automatic tripping device is activated and pilferer is neatly caught and held.

HOW THEFT-PROOF PUBLIC PHONE DEVICE WORKS



Jimmied coin box (A) triggers release mechanism (B) which opens flaps (C) in ceiling of booth being pilfered.



Release mechanism sends pronged head-trap (D) down with lightning speed.

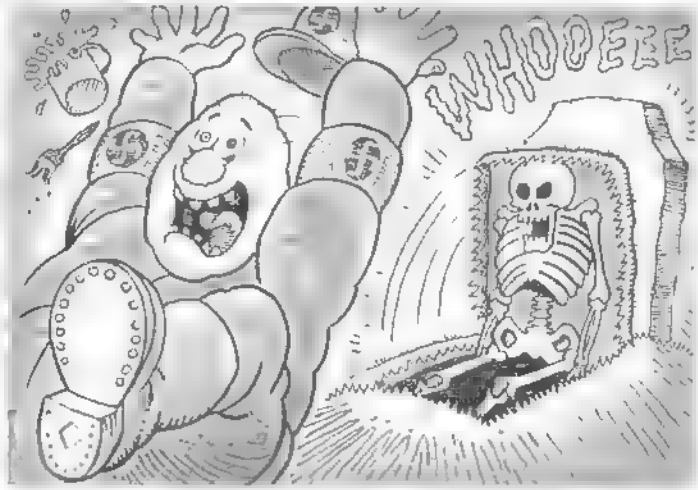
Stunned perpetrator is caught and held by closed prongs until Police arrive.

A word of caution: Vandal-proof car's seat-heating device should not be set to come on too suddenly . . . or serious damage to the car roof could result.

VANDAL-PROOF GRAVESTONES

Hoodlums who go through cemeteries at night, knocking over gravestones, are very upsetting to relatives of the deceased. Vandal-proof gravestones stop this nonsense, once and for all. The minute a headstone is touched, it sets off a mechanism that causes a plastic day-glow-painted skeleton to rise up, while a hidden recording gives out a bone-chilling, eerie whine. Hoodlums who experience this frightening display will never want to see it again.

In cemetery late at night, as heartlessly cruel vandal rushes up to smear a gravestone with defacing paint . . .

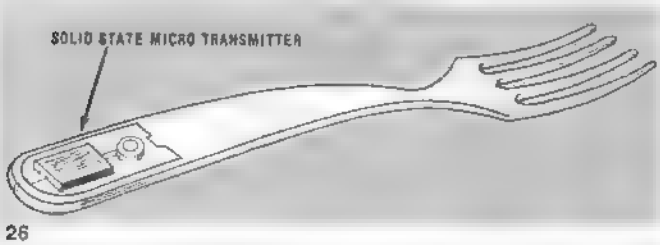


Glowing, whining skeleton slowly rises up, often giving vandal heart attack and joining him with former victim.

PILFER-PROOF HOTEL AND RESTAURANT SUPPLIES

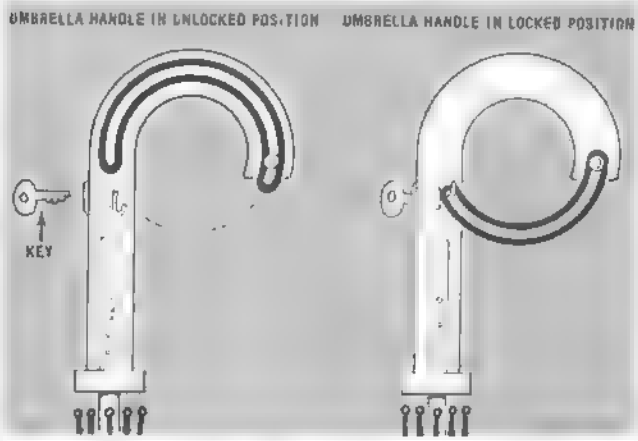
Built into each hotel and/or restaurant item that is likely to be stolen is a tiny solid-state radio transmitter. Thus, when a pilfer-minded customer nonchalantly pockets the item and strolls out with it, a signal receiving device at the door screams an alarm to embarrass the thief.

X-ray view shows hotel guests leaving with various souvenirs as tiny radio receiver sets off embarrassing alarm



THEFT-PROOF UMBRELLAS

Handle of umbrella has handcuff-like locking device. This locks it to hanger rods, door knobs, chairs, etc. Locking device is also effective when the umbrella is carelessly left behind. Engraved phone number assures that you'll be called by desperate check room attendant to come and get it.



Frustrated thief unable to swipe umbrella from closet rod.

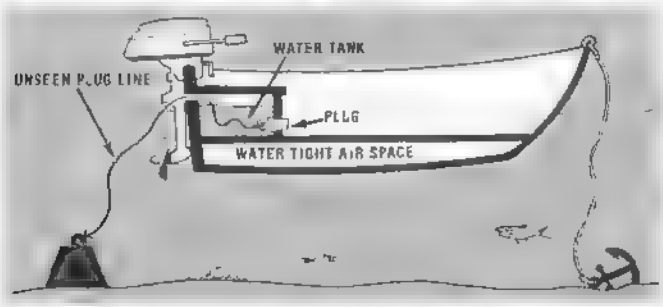
THEFT-PROOF BOAT

The moment thief pulls up anchor or casts off dock lines and takes off, bottom of stolen boat begins to fill with water. Thief sees it, thinks boat is sinking, jumps overboard and swims to safety. Boat is then endlessly retrieved.

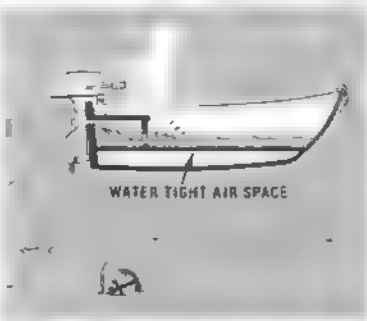
Boat thief takes off, notices boat is filling up with water.

Thinking boat is sinking, he dives off and swims for shore.

HOW THEFT-PROOF BOAT DEVICE WORKS



As boat leaves dock or mooring, unseen line yanks plug from secret water tank, releasing small amount of water. Crook mistakenly thinks entire boat is filling with water, when only 3" of water actually covers tightly-sealed floorboards. Boat continues to stay afloat.



THEFT-PROOF HANDGUNS

Handgun has thumb rest (A) that is electronically connected to a mini-computer in the gun handle. When a thumb is placed on thumb-rest, its fingerprint is electronically scanned. If it is the proper owner's print, firing mechanism is made operative. Otherwise, gun will not fire at all. Thus, only true owner of gun can effectively use it.

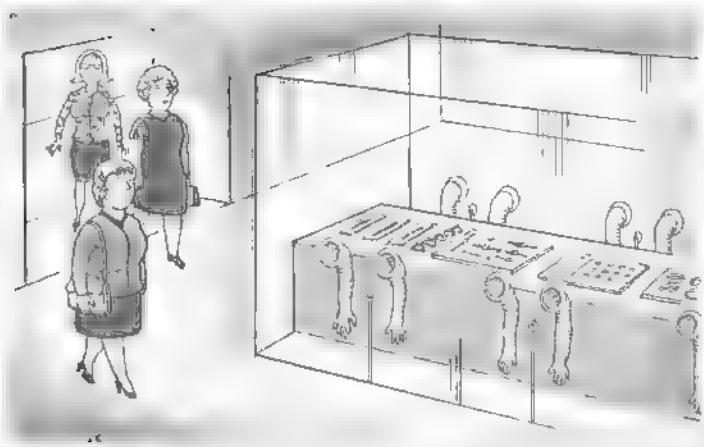
Perpetrator, bent on committing crime, waylays Cop and tricks him into losing gun.

Perpetrator turns gun on Cop, but fingerprint won't activate firing mechanism.

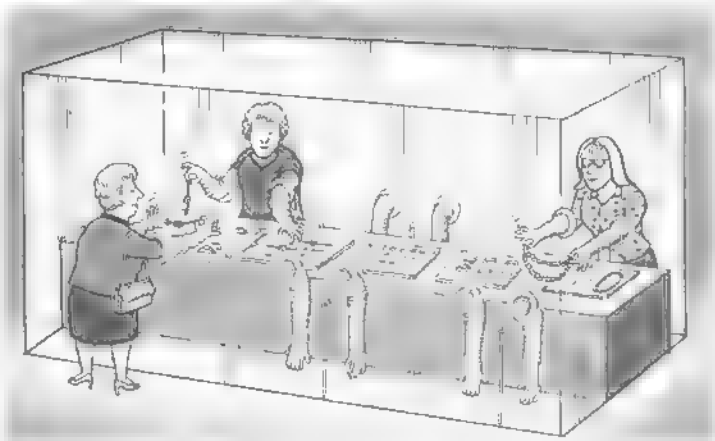
In panic, perpetrator flees crime scene, dropping Cop's useless gun as he runs away.

Cop recovers gun and quickly teaches perpetrator a lesson that he will not soon forget.

THEFT-PROOF STORE MERCHANDISE



Shoplifting, the plague of all shopkeepers, is eliminated with this new system. Even extremely valuable merchandise can be displayed unattended. Counters of shatter-proof glass have holes with long, tear-proof gloves attached.

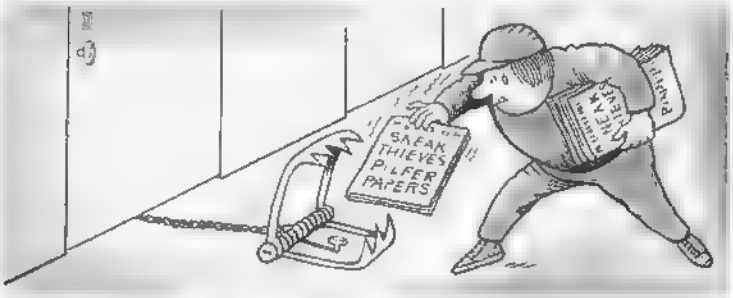


Customers reach in, through gloves, to freely examine merchandise. But they cannot remove or dirty anything. Then, if item is wanted, convenient buttons under holes summon a clerk. System eliminates guards and extra salespeople.

THEFT-PROOF MEDICINE CABINETS

This may appear to be a minor sort of theft problem, but nevertheless, it's annoying. Many guests think nothing of poking around in hosts' private medicine cabinets and helping themselves to things when using bathrooms. With this device, problem is quickly solved. Special release button (A) must always be pressed, otherwise opening door any other way sets off a screeching alarm, scaring petty pilferer, alerting host and hostess and tipping off other guests.

THEFT-PROOF CITY NEWSPAPER DELIVERIES

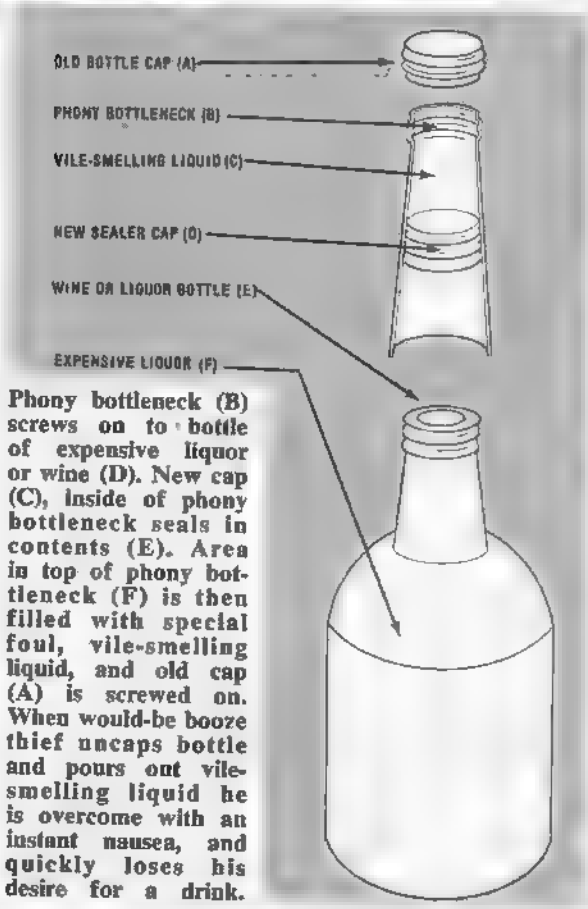


Steel-jawed trap attached to chain is set outside apartment door.

When newsboy drops paper, it clamps shut with 50 lbs. pressure.

Later, apartment dweller retrieves paper without fear or worry of it being stolen. His key unlocks and snaps open the fearsome jaws.

THEFT-PROOF BOOZE BOTTLES



Phony bottleneck (B) screws on to bottle of expensive liquor or wine (D). New cap (C), inside of phony bottleneck seals in contents (E). Area in top of phony bottleneck (F) is then filled with special foul, vile-smelling liquid, and old cap (A) is screwed on. When would-be booze thief uncaps bottle and pours out vile-smelling liquid he is overcome with an instant nausea, and quickly loses his desire for a drink.

THEFT-PROOF CLOTHING

Special lock-ring and chain, carried in purse or pocket, is threaded through garment sleeve and attached to hanger rod to prevent thefts. Also useful in public places to prevent some careless slob from switching coats with you.

THE GREATS OF RAP DEPT.

One of the best-selling "underground" books in recent years is something called "How To Pick Up Girls!" It gives frustrated, horny guys hints on how to approach girls, and supplies them with some sure-fire opening pick-up lines. Well, the trouble with these pick-up lines is: they're much too "general." All girls are not alike! They come from different places, from different social and cultural backgrounds. We think you should hit on girls with lines that specifically appeal to each of them. In other words, you gotta talk their language. Here, then, are some MAD hints on—

HOW TO PICK UP GIRLS

OF VARIOUS TYPES...IN VARIOUS PLACES

ARTIST: SANDY KOSSIN WRITER: ARNIE KOGEN

A general note for you beginners: There are certain pick-up lines that absolutely do not work anywhere any more in the 1980's! These are . . .

Hi, there! What's your sign?
Hi! Do you live around here?
Hi! Do you come here often?
AND
Am I mistaken, or did some crazy magical thing happen when we made eye contact?

Okay, now that you know what NOT to say, here are some sure-fire MAD pick-up lines that you can use in some specific situations: Mainly . . .

HERE'S HOW TO PICK UP...

. . . A SQUARE, WHOLESOME, TOTALLY DECENT, ALL-AMERICAN TYPE FROM THE MID-WEST . . .

Hello, there! How'd you like to come back to my place and watch my video tapes of the "Donny and Marie" show?

OR

Would you happen to have a button to match the one I seem to have lost from my polyester, double-knit suit jacket?

OR

I don't want to come on strong, but I'd like your Dad's permission to see you three weeks from next Saturday!

. . . A GIRL AT A PUNK ROCK CONCERT . . .

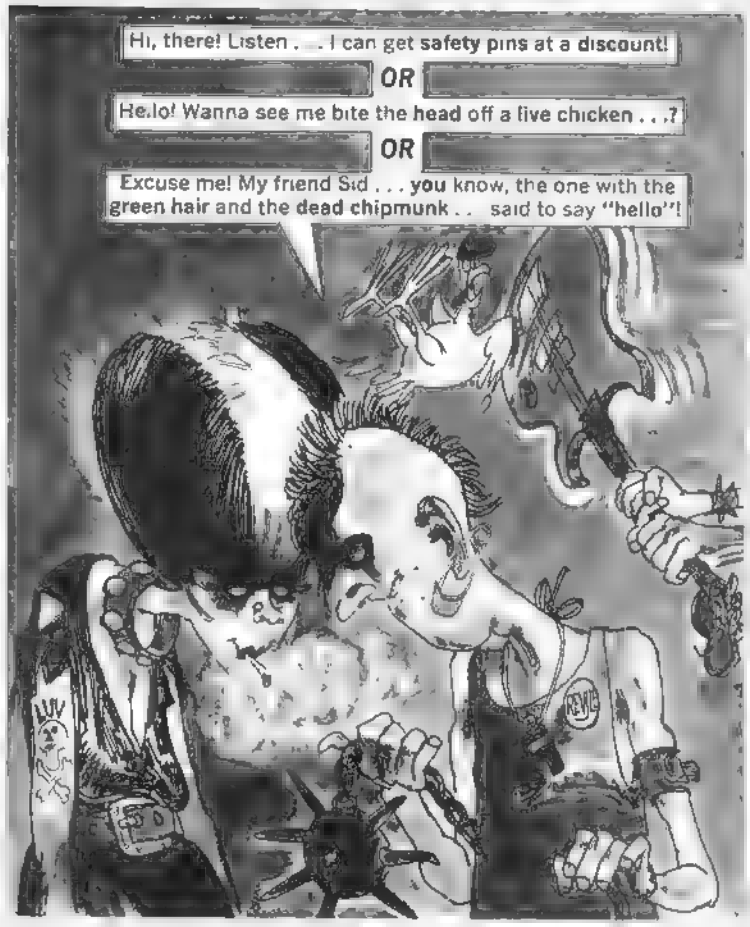
Hi, there! Listen . . . I can get safety pins at a discount!

OR

Hello! Wanna see me bite the head off a live chicken . . .?

OR

Excuse me! My friend Sid . . . you know, the one with the green hair and the dead chipmunk . . said to say "hello"!



. . . A REAL LAID-BACK AND SPACED-OUT SOUTHERN CALIFORNIA SURFING CHICK . . .

Hi! I mean, like, oh, wow . . .! I mean, like, here's the thing . . . okay? I mean, like . . . do you have the right time?

OR

Hey, babe . . . is this the Atlantic . . . or the Pacific . . .?

OR

Hi, there! Listen . . . what time does this ocean close . . .?

. . . A GIRL AT A COUNTRY-WESTERN BAR . . .

Hi! My name is Tex! Only I don't come from Texas! I come from Louisiana! But what are they gonna call me . . . Louise?

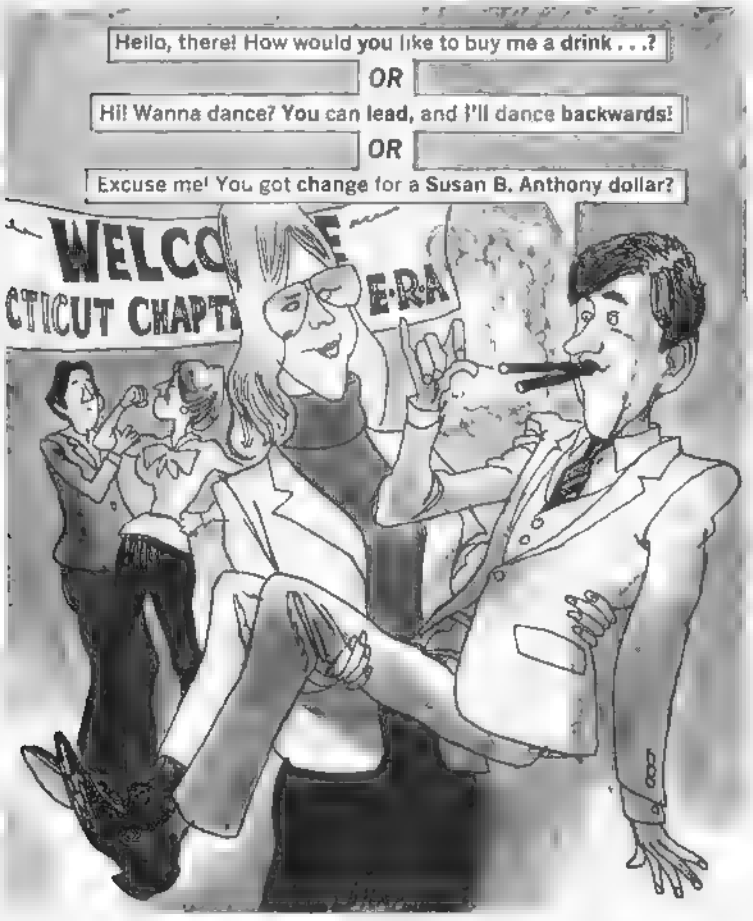
OR

Hello! Willie Nelson's cousin is a good friend of mine!

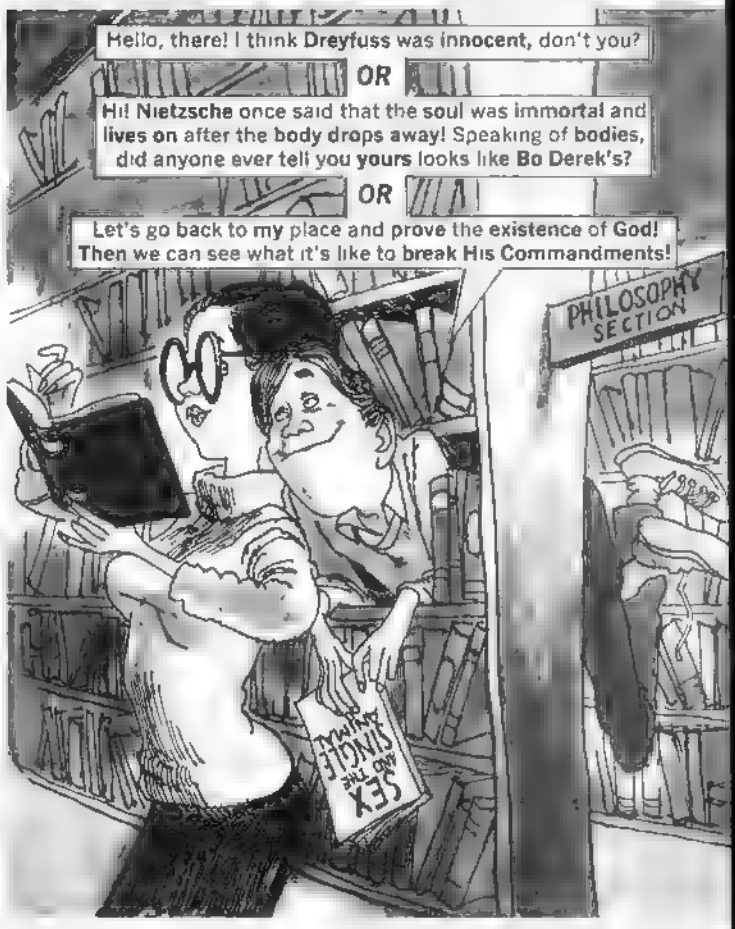
OR

Howdy! I saw "Coal Miner's Daughter" nine times! My name is Buck, but they call me "The Mechanical Bull"!

. . . A DEDICATED WOMEN'S LIBBER . . .


Hello, there! How would you like to buy me a drink . . .?
OR
Hi! Wanna dance? You can lead, and I'll dance backwards!
OR
Excuse me! You got change for a Susan B. Anthony dollar?
WELCO E
CTICUT CHAPT
E-RA

. . . AN OBVIOUS INTELLECTUAL TYPE . . .


Hello, there! I think Dreyfuss was innocent, don't you?
OR
Hi! Nietzsche once said that the soul was immortal and lives on after the body drops away! Speaking of bodies, did anyone ever tell you yours looks like Bo Derek's?
OR
Let's go back to my place and prove the existence of God! Then we can see what it's like to break His Commandments!
PHILOSOPHY SECTION
SEX AND THE SINGLE ANIMAL

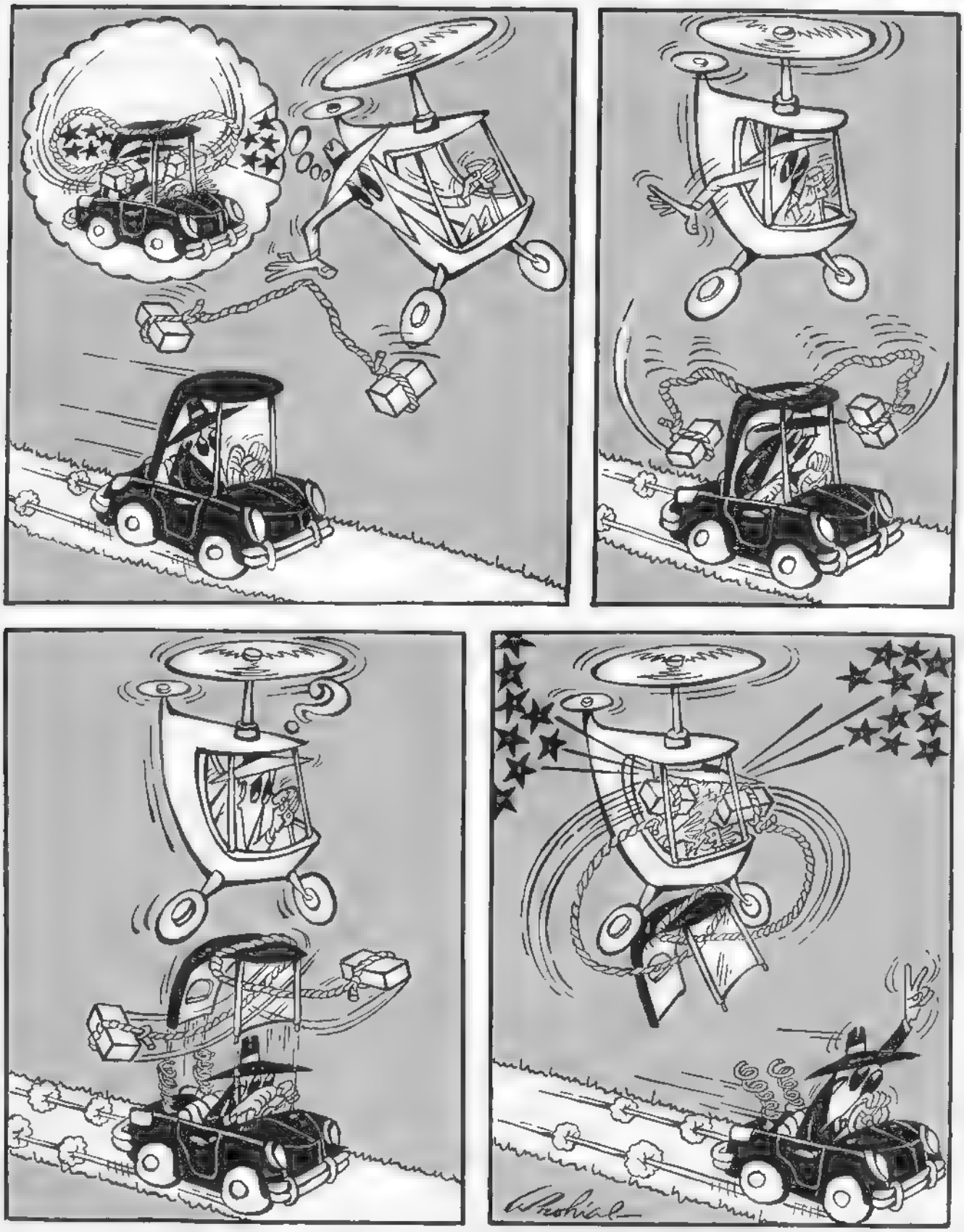
. . . A GIRL LOOKING FOR A RICH HUSBAND . . .

Hi, there! I'm a little busy right now, but if you give me your telephone number, I'll call you from one of my cars!
OR
How do you like that?! We can send a man to the moon, but I can't seem to get change for a thousand dollar bill!
OR
Can I buy you a drink? No? Then how about a summer home?

. . . A GIRL AT A "STEVE MARTIN" CONCERT . . .

Hello! Wanna watch me suck a Toyota through a straw?
OR
Excuse me for staring, but aren't you Paul Anka?
OR
Hi, there! Listen . . . I've got a squirrel in my pants! Would you like to set it free?

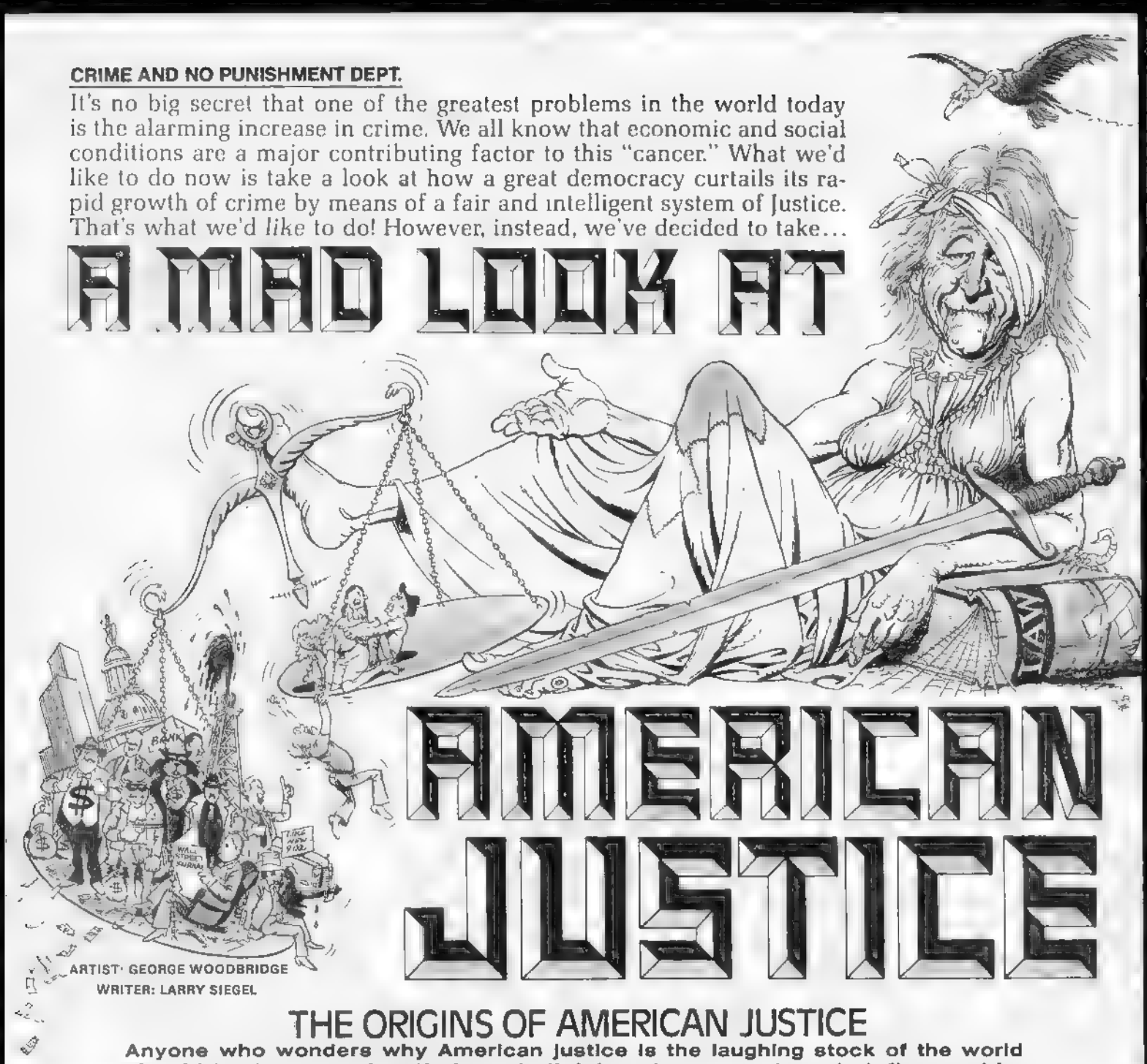
SPY vs SPY



CRIME AND NO PUNISHMENT DEPT.

It's no big secret that one of the greatest problems in the world today is the alarming increase in crime. We all know that economic and social conditions are a major contributing factor to this "cancer." What we'd like to do now is take a look at how a great democracy curtails its rapid growth of crime by means of a fair and intelligent system of Justice. That's what we'd *like* to do! However, instead, we've decided to take...

A MAD LOOK AT AMERICAN JUSTICE



ARTIST: GEORGE WOODBRIDGE
WRITER: LARRY SIEGEL

THE ORIGINS OF AMERICAN JUSTICE

Anyone who wonders why American justice is the laughing stock of the world should try to remember that our judicial system was strongly influenced by our Mother Country, England...and nothing is funnier than an English court.

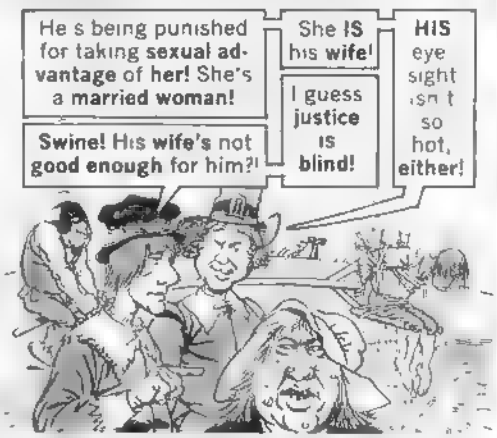
Bertie Haversham, before this Court passes sentence on you, would you kindly inform the Bench exactly why you are laughing?
Forgive me, My Lord! I'm laughing at the ridiculous wigs you and the Barristers are wearing! I think Engl sh courtroom tradition is silly!
You are hereby sentenced to 30 days for disturbing the peace ..and an additional five years for CONTEMPT OF COURT!
You call this a free country?! Five years for contempt... just for laughing at your idiotic wig...?!?
I'm not wearing a wig!! This is my REAL HAIR!
I don't believe it! The Judge's HAIR looks almost as ridiculous as that HAT you're wearing!
I'm not wearing a hat! This is my REAL HAIR!

JUSTICE IN THE AMERICAN COLONIES

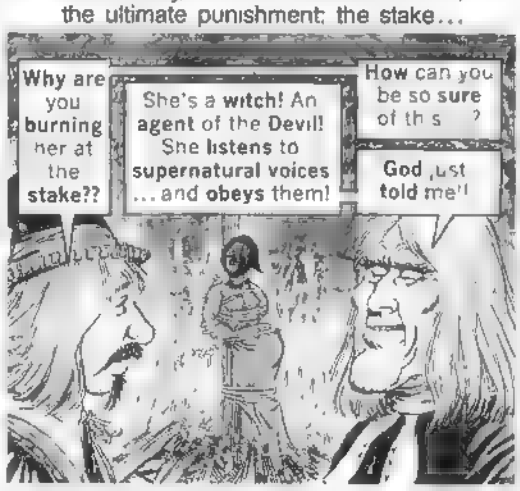
Because of the devout, God-fearing nature of the Puritans who landed in the New World, crimes in the colonies were usually religious-oriented, and the offenses and the punishments were...to say the very least...a bit unusual.

For example, there were the stocks.

Then, there was the Ducking Stool for what was considered serious crimes...

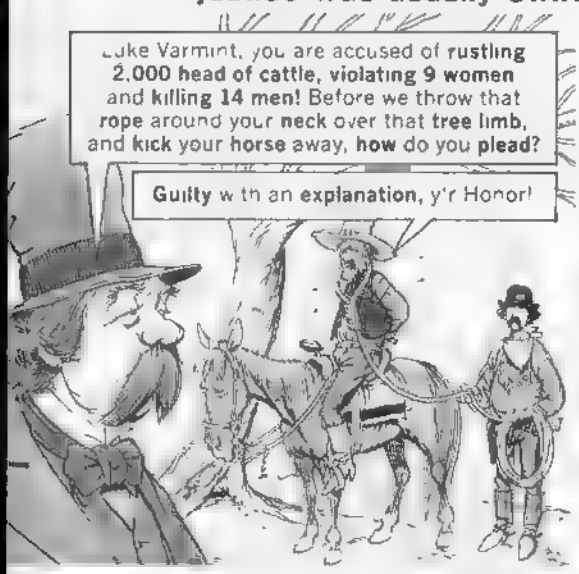

He's being punished for taking sexual advantage of her! She's a married woman!
She IS his wife!
I guess justice is blind!
HIS eyesight isn't so hot, either!
Swine! His wife's not good enough for him?!

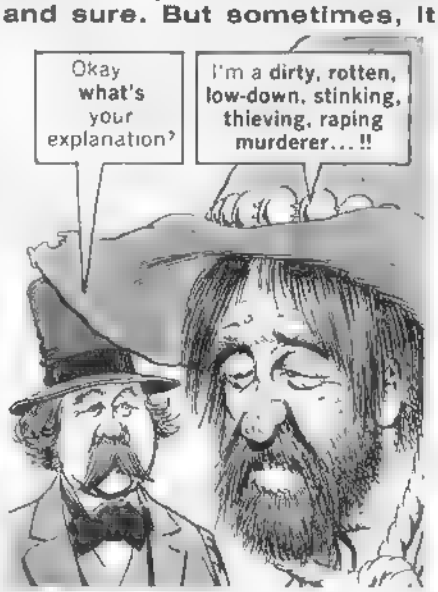
And finally, for the ultimate crime, the ultimate punishment: the stake...

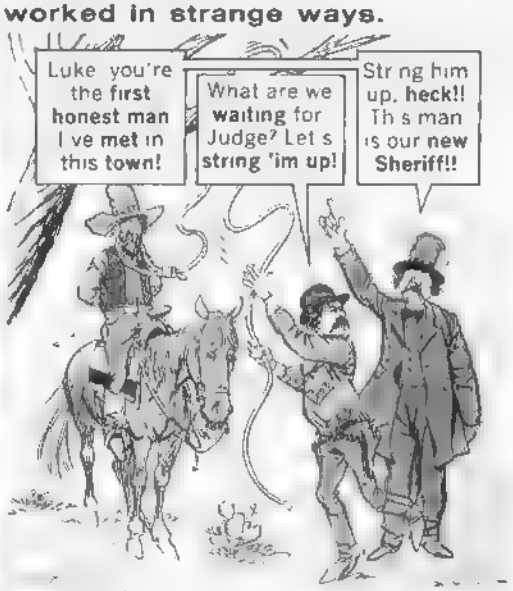

Why are you burning her at the stake??
She's a witch! An agent of the Devil! She listens to supernatural voices ...and obeys them!
How can you be so sure of this ?
God just told me!!

JUSTICE ON THE AMERICAN FRONTIER

As the years went by and America pushed its frontier further and further west, justice was usually swift and sure. But sometimes, it worked in strange ways.


Luke Varmint, you are accused of rustling 2,000 head of cattle, violating 9 women and killing 14 men! Before we throw that rope around your neck over that tree limb, and kick your horse away, how do you plead?
Guilty with an explanation, y'r Honor!

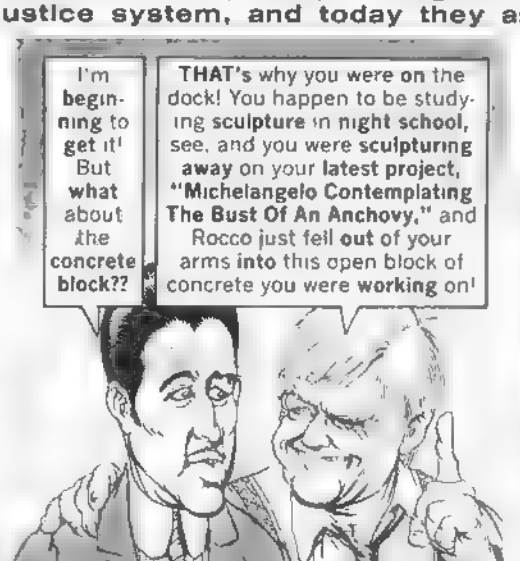


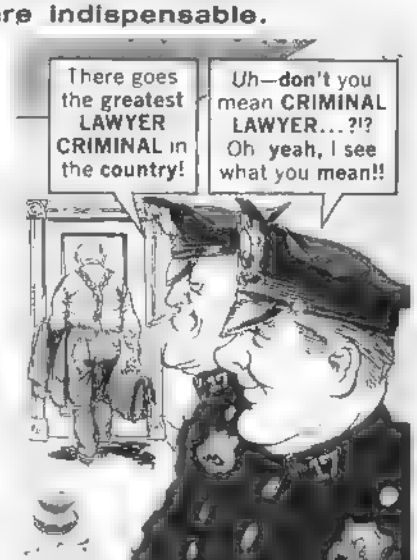

Luke you're the first honest man I've met in this town!
What are we waiting for Judge? Let's string 'im up!
String him up, heck!! This man is our new Sheriff!!

JUSTICE AND THE AMERICAN LAWYER

As the country moved into the 20th century, lawyers began to play an increasingly important role in our justice system, and today they are indispensable.

Okay, Tony—tell me exactly what happened!
Sure! I choked Rocco with a piece of wire, put him into a block of concrete and dumped him in the river!
No, no! You got it all wrong! You never met Rocco in your life! He was choking on an olive pit, he stumbled on the dock, and you grabbed at him to save his life!
COUNSEL MAY NOT PASS OBJECTS TO CLIENTS


I'm beginning to get it! But what about the concrete block??
THAT's why you were on the dock! You happen to be studying sculpture in night school, see, and you were sculpturing away on your latest project, "Michelangelo Contemplating The Bust Of An Anchovy," and Rocco just fell out of your arms into this open block of concrete you were working on!



JUSTICE AND THE AMERICAN JURY SYSTEM

Every citizen 18 or over is a potential juror... and here you see a typical cross-section of some potential jurors.

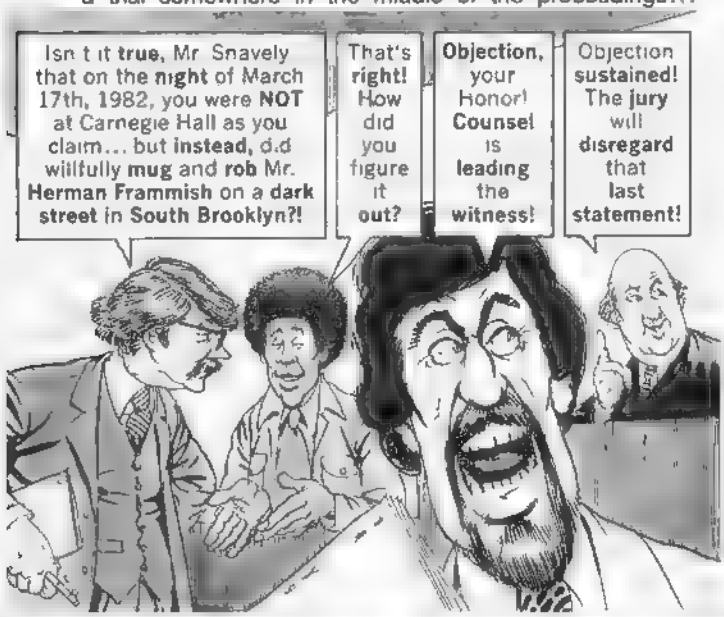
These are all law-abiding citizens with a sense of justice, motivated by one clear desire: to get the heck out of jury duty by any means possible. After all, who can afford to work for ridiculous jury wages and suffer the boredom of sitting around a room, waiting to be picked for a trial?

And here we see the typical jury they usually wind up with, consisting of people with no income and with nothing to do.

Our system of justice guarantees trial by a "jury of your peers." The dictionary defines a peer as "a person of one's equal rank." So if you're ever put on trial, you can certainly identify with your jury, providing you're a little old lady, a retired storm window salesman, or an ex-wino.

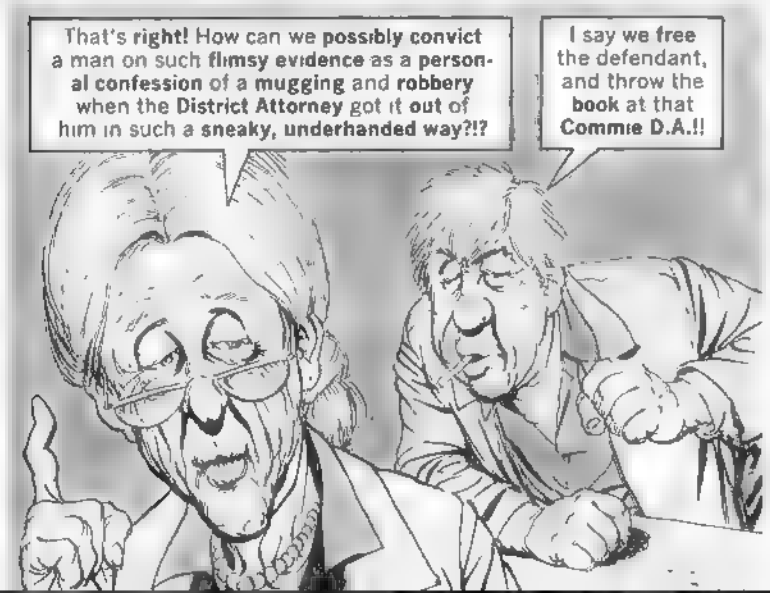
THE AMERICAN JURY IN ACTION

To see how our jury system actually works, let's pick up a trial somewhere in the middle of the proceedings...

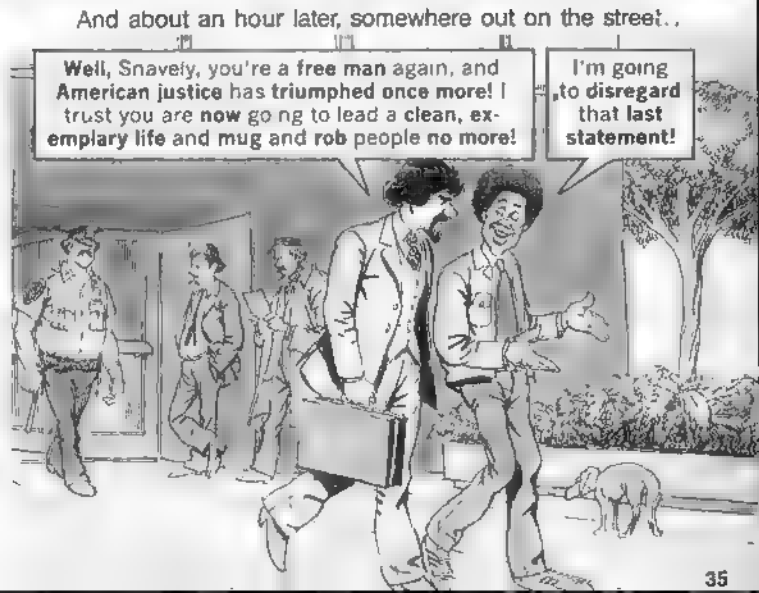

Isn't it **true**, Mr. Snavely that on the **night** of March 17th, 1982, you were **NOT** at Carnegie Hall as you claim... but **instead**, did willfully **mug** and **rob** Mr. **Herman Frammish** on a **dark street** in **South Brooklyn?!**
That's **right!** How did you figure it **out?**
Objection, your Honor! **Counsel** is **leading** the **witness!**
Objection **sustained!** The **jury** will **disregard** that **last statement!**

The trial is over, so let's sneak into the jury room and eavesdrop as the jury is deliberating on its verdict...

Well...?? What do you people **think...??**
All the **evidence** seems to point to his **innocence...** except for **one small point!** He **admitted** he was **guilty!!**
Yeah, but **remember!** The Judge told us to **disregard** that **last statement!!**

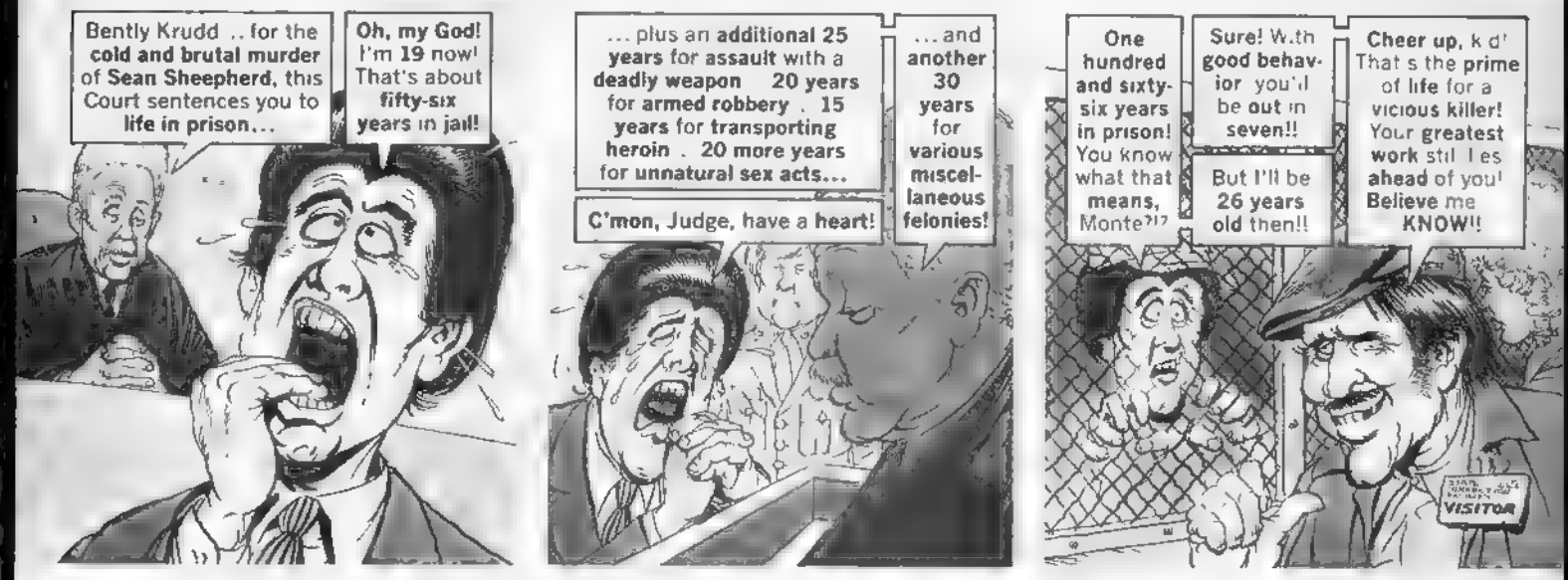

That's **right!** How can we **possibly convict** a man on such **flimsy evidence** as a **personal confession** of a **mugging** and **robbery** when the **District Attorney** got it **out** of him in such a **sneaky, underhanded way?!?**
I say we **free** the defendant, and throw the **book** at that **Commie D.A.!!**

And about an hour later, somewhere out on the street...


Well, Snavely, you're a **free man** again, and **American justice** has **triumphed once more!** I trust you are **now** going to lead a **clean, exemplary life** and **mug** and **rob** people **no more!**
I'm going **to disregard** that **last statement!**

AMERICAN CRIME AND PUNISHMENT TODAY

Not all crimes go unpunished, however. Today, there are many murderers who are actually convicted...and they pay a terrible price for their crimes...


Bently Krudd .. for the cold and brutal murder of Sean Sheepherd, this Court sentences you to life in prison...
Oh, my God! I'm 19 now! That's about fifty-six years in jail!
... plus an additional 25 years for assault with a deadly weapon 20 years for armed robbery . 15 years for transporting heroin . 20 more years for unnatural sex acts...
... and another 30 years for various miscellaneous felonies!
C'mon, Judge, have a heart!
One hundred and sixty-six years in prison! You know what that means, Monte?!?
Sure! With good behavior you'd be out in seven!!
But I'll be 26 years old then!!
Cheer up, kid! That's the prime of life for a vicious killer! Your greatest work still lies ahead of you! Believe me I KNOW!!
VISITOR

HOW THE AMERICAN JUSTICE SYSTEM WORKS

In broad strokes, here is a general picture of American Justice in action...

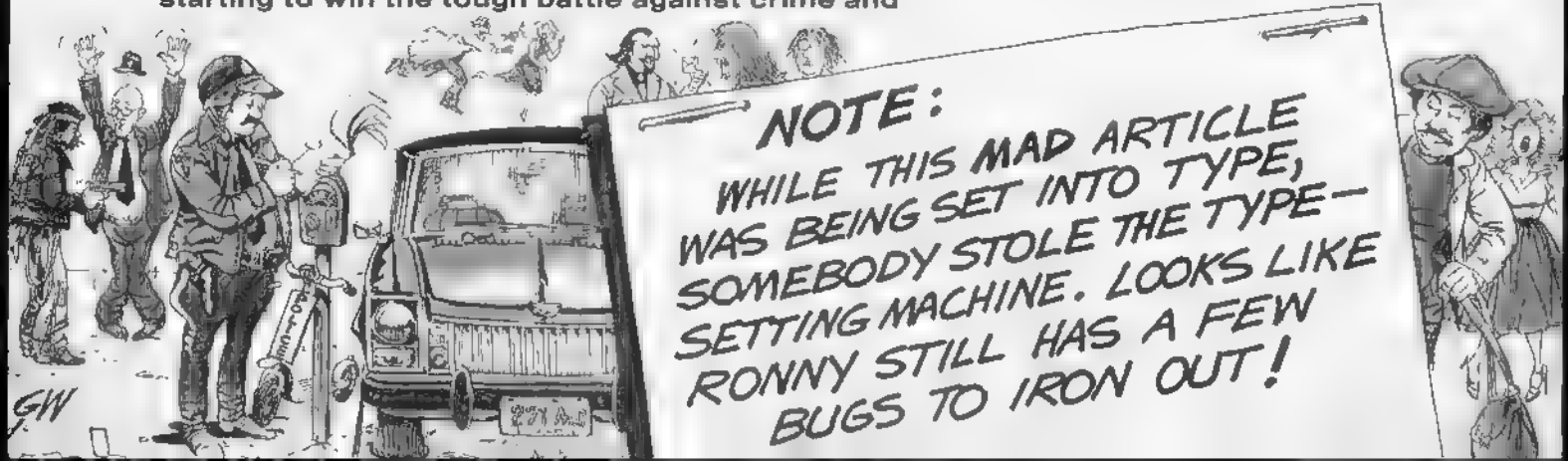
If a citizen is stupid, commits a crime, and is convicted, he goes to prison.

If a detective is stupid and fouls up, he goes back to "pounding a beat"

If a lawyer is stupid, bumbling and totally incompetent, he becomes a Judge!

AMERICAN JUSTICE AND THE CURRENT ADMINISTRATION

With Ronald Reagan firmly in command and guiding our nation (with an invaluable assist from the Moral Majority), America is at last on the right road, and is starting to win the tough battle against crime and


NOTE:
WHILE THIS MAD ARTICLE WAS BEING SET INTO TYPE, SOMEBODY STOLE THE TYPE-SETTING MACHINE. LOOKS LIKE RONNY STILL HAS A FEW BUGS TO IRON OUT!
GW

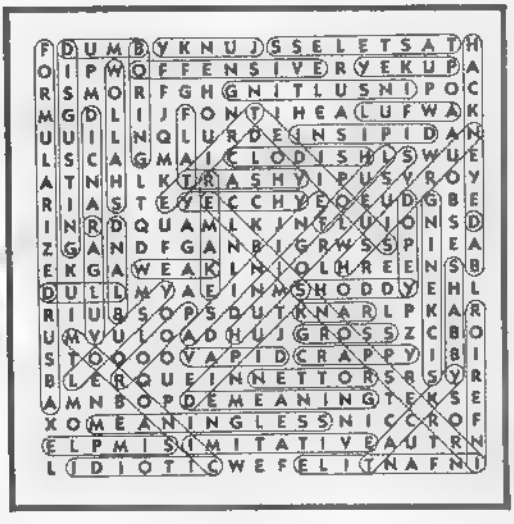
THE MAD WORD PUZ-ZLE

FIND AND CIRCLE THE 53 HIDDEN WORDS THAT DESCRIBE

TELEVISION TODAY

F D U M B Y K N U J S S E L E T S A T H
O I P W O F F E N S I V E R Y E K U P A
R S M O R F G H G N I T L U S N I P O C
M G D L I J F O N T I H E A L U F W A K
U U I L N Q L U R D E I N S I P I D A N
L S C A G M A I C L O D I S H L S W U E
A T N H L K T R A S H Y I P U S V R O Y
R I A S T E Y E C C H Y E O E U D G B E
I N R D Q U A M L K J N F L U I O N S D
Z G A N D F G A N B I G R W S S P I E A
E K G A W E A K L N I O L H R E E N S B
D U L L M Y A E I N M S H O D D Y E H L
R I U B S O P S D U T K N A R L P K A R
U M V U L O A D H U J G R O S S Z C B O
S T O O O O V A P I D C R A P P Y I B I
B L E R Q U E I N N E T T O R S R S Y R
A M N B O P D E M E A N I N G T E K S E
X O M E A N I N G L E S S N I C C R O F
E L P M I S I M I T A T I V E A U T R N
L I D I O T I C W E F E L I T N A F N I

ANSWER TO LAST ISSUE'S MAD WORD PUZZLE IN WHICH WE ASKED YOU TO FIND AND CIRCLE THE 53 HIDDEN WORDS THAT DESCRIBE MOVIES TODAY



WRITER JOHN FICARRA

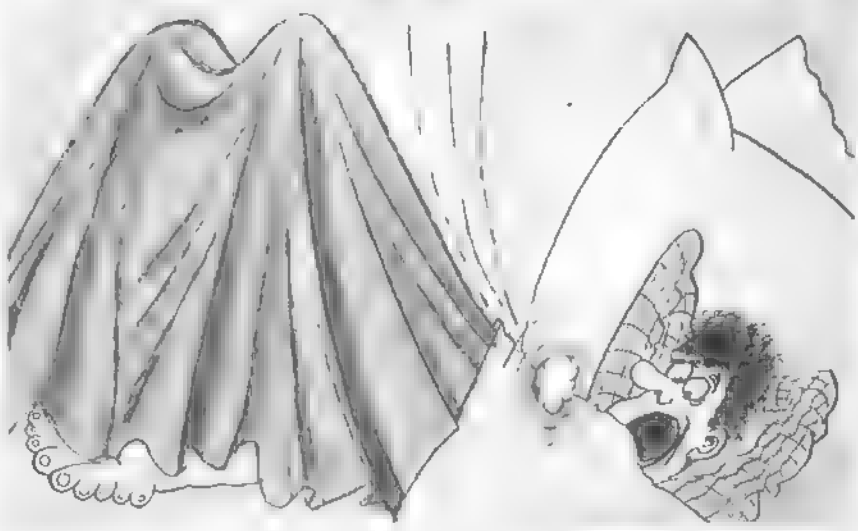
GAMES FEEBLE PLAY DEPT.

MAD PASTIMES FO

ARTIST AND WRITER

EAR WAX SCULPTURING

COTTON BALL GOLF



MEDICATION SOCCER

TOE MUPPETS

CHICKEN SOUP BLIND MAN'S BLUFF

OR THE BEDRIDDEN

AUL PETER PORGES

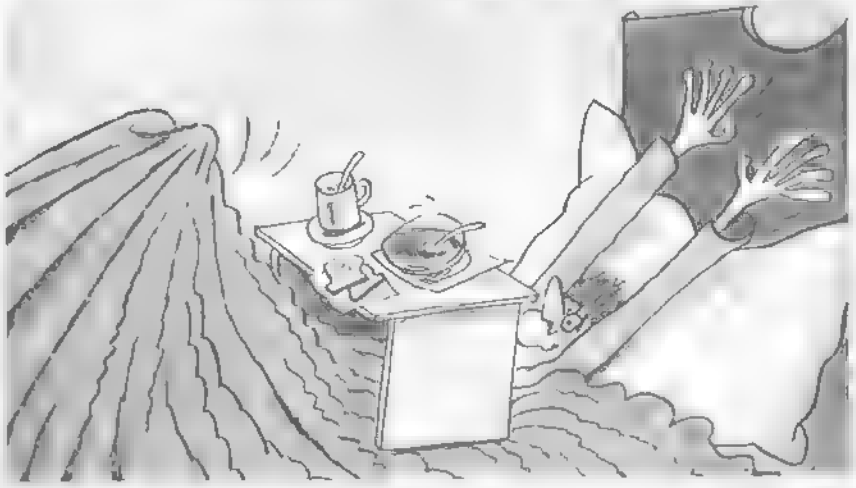
SUGAR CUBE TIDDLYWINKS

USED TISSUE BASKETBALL

MERCURY "SPACE SHOTS"

UNDER-THE-BED LINT SAILING REGATTAS

BREAKFAST TRAY LIMBO



THE WIZARD OF "R'S" DEPT.

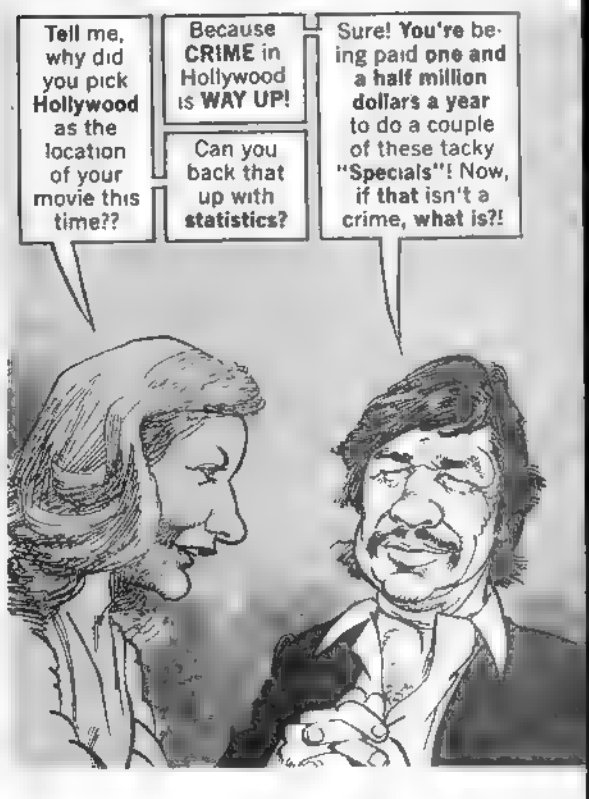
A SPECIAL EDITION OF "20/30" STARRING ...WITH SCENES FROM "DEATH WHICH-IS-W

Good evening! I'm Barbara Waltzers! Welcome to this "Special Edition" of "20/30"!
In case you're wondering how we came up with the title "20/30" we asked 100 people if they thought they'd enjoy a TV show starring me–Barbara Waltzers!
"20" of them thought they would! The "30" was their average I.Q.!
Tonight, I'm doing another one of my "Be-Chummy-With-Some-Big-Hollywood-Stars Specials" that are so well liked, we may soon be calling this show "10/30"!
And so, before everyone tunes out, let's meet my guests on tonight's show!
CHARLES BRAWNSON STAR OF DEATH WHICH-IS-W II
JANE FONDLE STAR OF ON OLDEN POND
CHRISTOPHER HEAVE STAR OF DEATHCRAP
BEER
BODY BUILDING JANE FONDLE
BARBARA
ART DRUCKER

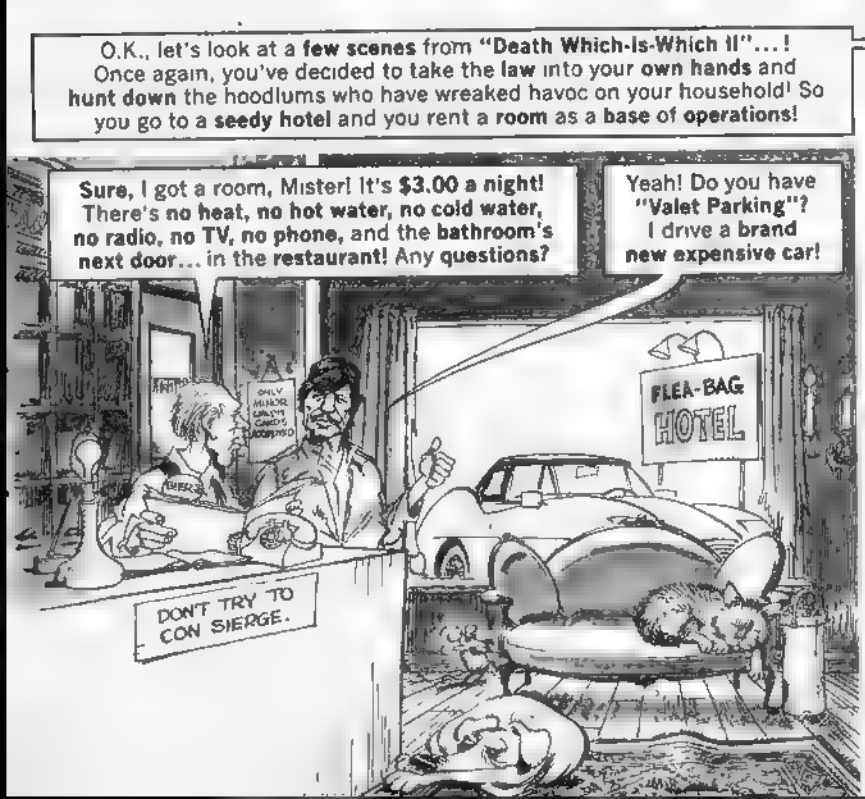
BARBARA WALTZERS

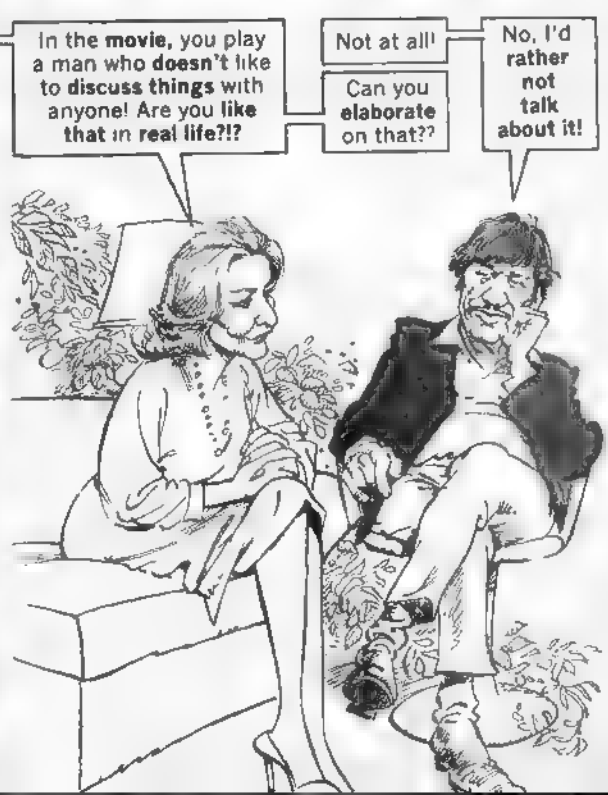
HICH II," "ON OLDEN POND" AND "DEATHCRAP"

My first guest is Mr. Charles Brawnson, star of the box office hit, "Death Which-Is-Which II"! Charles, critics say that "Death Which-Is-Which II" is exactly the same as "Death Which-Is-Which I"!!
That's just ridiculous, Barbara! They're miles apart! 3000 miles, to be precise! In "DW-I," I shot people in New York City! In "DW-II," I shoot people in Los Angeles! Big difference!
But aren't the plots similar? In the original, your wife and daughter get beaten and raped!
Right! But in "Death Which II," it's my housekeeper and daughter who get beaten and raped! Totally different movie!


Tell me, why did you pick Hollywood as the location of your movie this time??
Because CRIME in Hollywood is WAY UP!
Can you back that up with statistics?
Sure! You're being paid one and a half million dollars a year to do a couple of these tacky "Specials"! Now, if that isn't a crime, what is?!

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO


O.K., let's look at a few scenes from "Death Which-Is-Which II"...! Once again, you've decided to take the law into your own hands and hunt down the hoodlums who have wreaked havoc on your household! So you go to a seedy hotel and you rent a room as a base of operations!
Sure, I got a room, Mister! It's $3.00 a night! There's no heat, no hot water, no cold water, no radio, no TV, no phone, and the bathroom's next door... in the restaurant! Any questions?
Yeah! Do you have "Valet Parking"? I drive a brand new expensive car!
FLEA-BAG HOTEL
DON'T TRY TO CON SIERGE.


In the movie, you play a man who doesn't like to discuss things with anyone! Are you like that in real life?!?
Not at all!
Can you elaborate on that??
No, I'd rather not talk about it!

Let's look at a few **more** scenes from "**Death Which-Is-Which II**"! In the movie, you play an **architect** who's designing a **new building** for a **radio station**!

In **another** scene, you **save** two innocent people who are being **mugged** and **robbed**! You **shoot** some of the hoodlums, and you **chase** the other criminals **away**!

Pal... **you** don't have anything to do with all the **MURDERS** being committed around town, **do** you?

What makes you say a a thing like **that**?!

These **plans** for the **new RADIO STATION** you've been working on! You've designed a **CEMETERY** in the **lobby**!!

Well... with the **crime rate** going up so **fast** in Los Angeles, it seemed so much more **functional** than a **fountain**!

Okay... we'll need a **full description** of the **guy** who you say **helped** you!

The **guy** who **HELPED** us?!? **Why** in the world are you going after the **GOOD guy**?

For **TWO reasons**! First... we've had **no success** going after **BAD guys**!

And second: Anyone who bothers to **get involved** these days is probably **out of his mind** and should be **put behind bars** for his **own safety**!

EXIT

GARAGE

In this **next** scene, the **same Detective** from "**Death-Which Is-Which I**" is called to **L.A.** to investigate the wave of **hoodlum killings**! So, **naturally**, he decides to **follow YOU**!

This scene takes place after the **shoot-out** with the **hoodlums** in which the **Detective** is **fatally wounded** while **saving your life**!

Follow that bus!!

Is the **guy** who **got on** it **suspicious??**

Listen, this is **Los Angeles, California**, kid! **ANYBODY** who rides a bus is suspicious!!

BUS

FAIR??

HOOD ORNAMENT

$.00

You **saved** my **life**! **Why??**

They can make "**Death Which-Is-Which III**" without **ME**, but **not** without **YOU**, idiot!!

After finding and killing all but **one** of the hoodlums, you gain entrance to the **mental institution** where the **last** one has been sent for rehabilitation... by **posing** as a **Doctor**!

This **next** scene takes place after a **wild, bloody battle** in which you manage to take your revenge by **electrocuting** the hoodlum!

I'm here to see a **swine punk** who really should be **destroyed** by **slow torture**! I'm his **Doctor**!

YOU can't be a **REAL Doctor**! You're carrying a **Medical Bag**! **REAL** Doctors carry **GOLF bags**!

Listen! See this **gun**? I'm **teed off** . and I want to make a **hole** in **one creep**!

"Teed off"?!? "Hole in one"! Now, **THAT'S GOLF TALK!!** You **ARE** a real Doctor! **Come on in!!**

DOC SIMON

DOC SEVERS

DOC HOLIDAY

My God! What did you **do**?

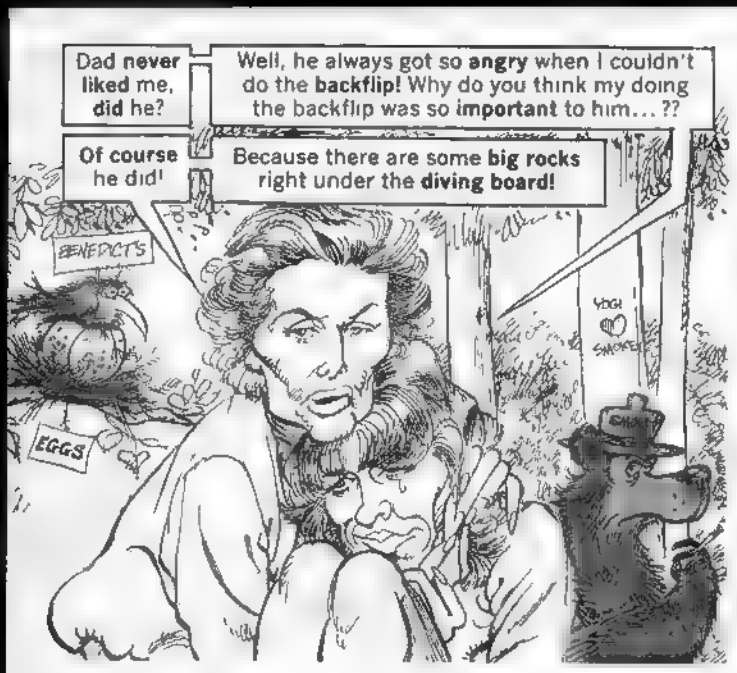
He killed my **housekeeper** and **raped** my **daughter**— so I gave him a **new type of shock treatment**! I **plugged** the rat into a **440 volt outlet!!**

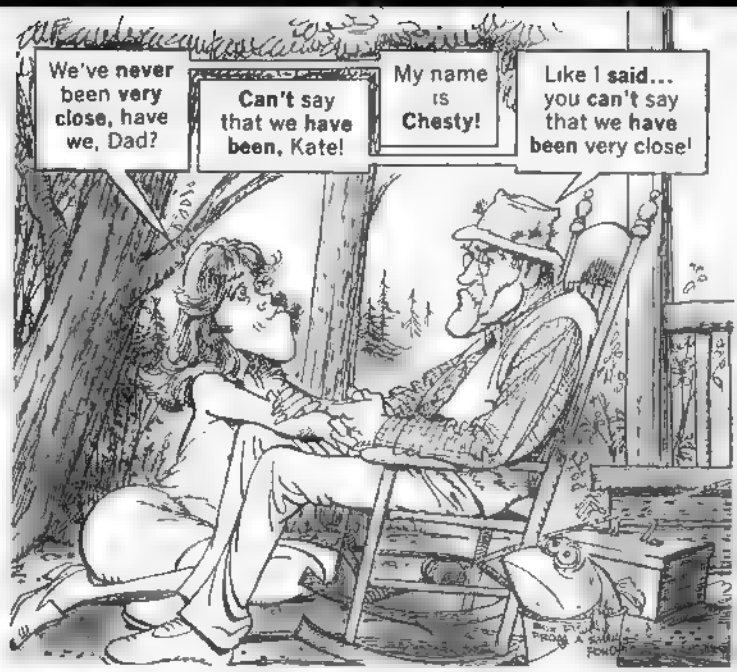
More power to you! Now, go— before I call the Police...

You mean you **aren't** going to **turn me in**?

No... but I **WOULD** like your **address**! I'd feel a **lot SAFER** moving in to **YOUR neighborhood**!

Charles, I once asked Katherine Hepburn if she were a tree, what kind of tree would she be! Here's my question to you! If you were a coffee, what kind of coffee would you be?
Drip!!
Drip grind?! What an interesting answer!
That's not my answer! I'm calling you a drip! Hey, you just gave me the idea for "DW-III"!
Really?! And what kind of sadists will you be going after in that one?
The pseudo-intellectuals like you... who ask stars like me inane questions!! Now, that's sadism of the highest order!
My next guest is Jane Fondle! Welcome to the show, Jane... and rest easy! I'm not going to pry into your personal life...!
It's okay, Barbara! Ask me anything you like! Tom and I are very happy together!
I know! That's why I'm not going to pry! It sounds like a drag! And speaking of drags— let's talk about your latest film, "On Olden Pond"!
TOM
Jane, did it take much preparation to play Henry Fondle's daughter?
It did?!? I mean— after all... you really ARE Henry Fondle's daughter!
Oh, yes! It took a lot of preparation!!
Well...? If that isn't preparation, what is...?!?
Okay, let's get to "On Olden Pond"! In the film, your Dad plays an elderly man with a crusty, cold, bitter exterior and a sharp, acid, biting tongue!
Listen! Do you hear the loon talking?
Yeah. . I hear you talking, Love . !
I'm talking about the loons on the pond! What a clamor! What do you think they're saying to each other.. ?
Probably telling dirty jokes, because they like to "quack" each other up! Why, everybody knows that loons have "fowl" mouths!
GRAPES OF WRATH
I almost fell through that screen door!!
Try to be more careful, dear!
Do you know what would have happened to me if I'd fallen through that screen door! I would have STRAINED myself!!
PHEASANT UPRISING
Here comes the "Mail Boat"!
How can you tell it's a "Male" boat? Has it got its clothes off?
Oh, Norbert... you're so humorous! I only hope and pray you'll live to be as old as your jokes!
Mom, remember how angry Dad got with me the last time I came to visit? I'd rented a car, and when he asked me what kind of car it was, I didn't know!! Well, don't worry! This time, I came prepared!!
Okay, what kind of car is it ?
A brand new Avis!!
WE'RE NUMBER TWO AND THAT HERTZ

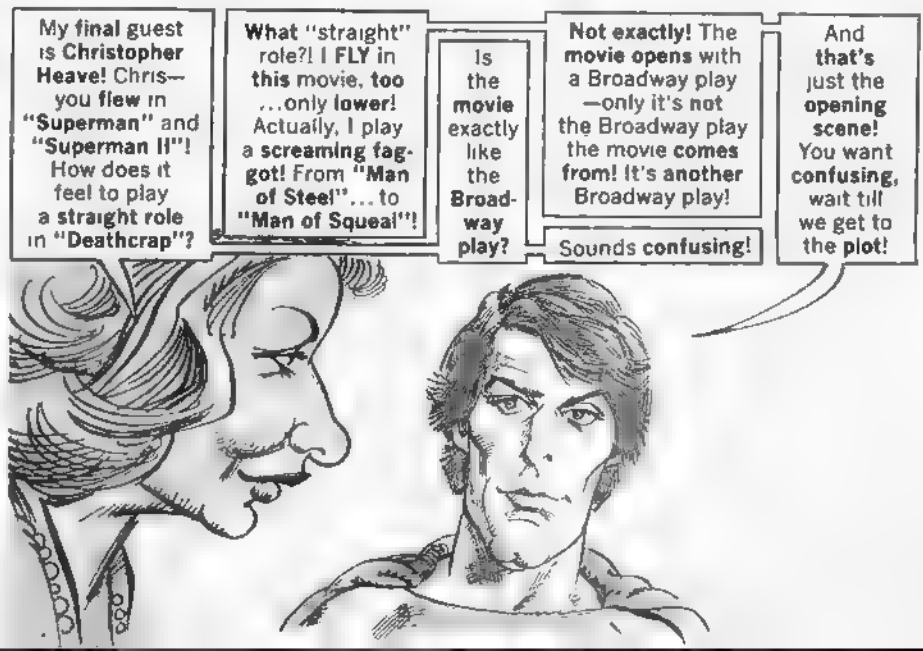

Dad never liked me, did he?
Well, he always got so angry when I couldn't do the backflip! Why do you think my doing the backflip was so important to him... ??
Of course he did!
Because there are some big rocks right under the diving board!
BENEDICT'S
EGGS


We've never been very close, have we, Dad?
Can't say that we have been, Kate!
My name is Chesty!
Like I said... you can't say that we have been very close!

You would've been a lot happier if I'd been born a BOY, wouldn't you have, Dad?
Sort of...
What do you mean, "sort of..."??
I would've been a lot happier if you'd been born a boy sort of like Don Rickles!! Someone I could RELATE to!

I'm gonna miss you, Gran'pa! You taught me how to fish, and dive, and drive a boat!
I'm going to miss you even more!
Really? Are you sure??
I'm ▬sitive! I taught you everything I know, and just when it's your turn to teach me how to cruise for chicks and suck face, you leave!!
DRACULA SUCKS NECKS

Jane, I'll end this interview with one of my dumb questions! If you were a breakfast food ...which one would you be?
Mush!!
Mush?! What an interesting answer!
That's not my answer! That's what I think your brain has turned into! 'Bye, Barbara!


My final guest is Christopher Heave! Chris—you flew in "Superman" and "Superman II"! How does it feel to play a straight role in "Deathcrap"?
What "straight" role?! I FLY in this movie, too ...only lower! Actually, I play a screaming fag-got! From "Man of Steel"... to "Man of Squeal"!
Is the movie exactly like the Broad-way play?
Not exactly! The movie opens with a Broadway play —only it's not the Broadway play the movie comes from! It's another Broadway play!
Sounds confusing!
And that's just the opening scene! You want confusing, wait till we get to the plot!

In this scene from "Deathcrap," playwright Snidely Broil has just returned from a disastrous opening night...
I'm so depressed! Listen to this: "...boring!" "... dull!" "... lacked sensitivity!" "... the pits!" "...I yawned all the way through it!"
Reviews can be so cruel sometimes!
What reviews!? These are excerpts from your DIARY about my love-making!!
The reviews of my PLAY aren't much better! Perhaps I'm just running out of ideas for murder mysteries!
Don't be silly! An incredibly creative mind like yours! Just look at all these wonderfully inventive hits you've written: "Murder on a Train," "Murder on a Plane," "Murder on a Subway," "Murder on a Roller Coaster," "Murder on a Trolley Car"...
You're right! "Murder on a Surfboard" might have been a little too limiting! After all, you can only fit two people on a surfboard, so it does reduce the list of suspects!
MURDER ON A TRA
MURDER ON A PLANE
MUR ON TROL CA
A NEW PLAY BY SNIDE
YES
I just wish I could write a play as marvelous as this one I'm reading! I... I wonder if I could steal it!? Pretend that I wrote it?!? I'd make a fortune!
Perhaps you could "doctor" it up, and at least become its co-author! What's the play's title?
"Macbeth" by William Shakespeare!
No, I'd be better off stealing this fantastic play that one of my students sent me to read!
That brings us to you, Christopher! You play the part of the young playwright who's sent his fantastic new play to Snidely Broil..
Your husband was late picking me up at the train station!
I—er—had some errands to run!
What errands? You didn't mention any errands!
I—er—filled the car up with gasoline!
But I filled the tank up just this afternoon!!
Er... uh... yes, you filled the tank! But I filled the CAR! Be careful you're not smoking when you open up the door to get in!
What did you think of my play, Sir?
Let me be honest and verbose with you! Your play has some glaring faults! Things in it that just don't scan! Loop-holes and pit-falls that a novice—
Can you give me a for instance?
Of course! You left out a comma on page 85! You misspelled the word "accomplice" on page 102! And I've only read to page 117! Lord knows what ELSE I'll find on page 118... the LAST page!
My gosh! Look at these awful weapons! Are all of these from productions of the plays you wrote!
Well, some directly—and some indirectly!
INdirectly??
Yes! Some were used in the actual productions... and some were thrown at the members of the cast by the audience!

And, now, my young, handsome, well-built friend you're helpless!
Er—it's no use handcuffing me to this chair! I'm expecting a—a phone call here any moment!
How did you get this number? It's not listed in the RESIDENTIAL Directory!
I got it from the "YELLOW PAGES"! It's listed under "KINKY"!
LET YOUR FINGERS DO THE CHOKING
And now, you will DIE!!
Okay! So it wasn't such a great joke! Aren't you—gag—taking it—choke—a bit too serious!
Snidely! Stop it!! Are you crazy?! Don't KILL him! You'll get blood on everything! And now that your play's a flop, you know we can't afford a cleaning woman any more!
CHAIN REACTION
So they take you out... and they bury you!
They bury BOTH of us!
BOTH of you??
Yes! they bury ME... and my CAREER!!
Then Snidely and his wife, Minor, are paid a visit by a strange neighbor...
I'm Hilda big Mouth! I know all and I see all! And I see much pain and suffering in this room...!!
That's right!! We watch the "Merv Griffin" show in this room!!
No! I see more than that! I see HORROR here! A name comes to me! SMITH CORONA...
That doesn't ring a bell with me!!
I—I see someone who is just your TYPE, WRITER! I see him buried beneath a tree! He is UNDER WOOD!! Oh, BROTHER... someone has given him a ROYAL send-off!!
Then, late one night, Snidely's wife is shocked to see your face, all bloody and gory, staring in at her through the window! And then you crash in!!
My God!! He's come back..!
He's alive! Gasp!!
Snidely! My heart! He p me... choke!
Snidely say something!!
BOO!
She's dead... just like we planned! It was her weak heart!
No, it wasn't her weak heart! It was her WEAK STOMACH! Your performance almost did ME in, too!

Let's not bicker, Dear!

All right, Sweet!

Do you think my wife ever suspected I liked men better than women?

No! Although giving her that "Old Spice Shaving Kit" for Christmas was not a very good idea!

There was nothing she didn't have! I'd given her a TIE the year before!!

After the burial, you two lovers settle down into a life of quiet domesticity! Except that, after a while, things begin to happen between you! Suspicions begin to arise!

What IS that you're typing, Dear?

Oh... just the grocery list, Sweet!

You've been typing that list night and day for two weeks!!

Well, Dear ...we're simply out of everything!

Why, you— you've been writing a play behind my back!!

How do you figure that?! We sit at this desk face-to-face!!

FAR OUT

Oh, it's all becoming very clear to me now! You talked me into killing my wife so we could live together, but in reality, you wanted her out of the way so you could move in, kill me and then write a play about it!

Preposterous! You tricked me into thinking that killing your wife was my plan, but in reality, you always intended to kill me after we killed her, then make a major motion picture out of my grocery list!

You're both wrong! It was your wife who subconsciously tricked the BOTH of you into murdering HER so she wouldn't have to be around for this boring scene where we try to explain the plot to a puzzled movie audience!

You're ALL wrong! It was I who masterminded the whole thing!!

LOIS LANE?!? That's crazy!! You're not even IN this movie!!

After two hours of this idiotic gibberish, you want to talk SENSE?!

I'M AS LOIS LANE AS I CAN BE

I don't like to brag, Barbara, but there are some people who consider "Deathcrap" the greatest mystery of all time!

Who, the Critics?!?

No, the Producers! How millions of people could spend $5 to sit through two hours of this nonsense is the greatest mystery of all time to them!

Chris, it's only fair of me to end this interview with one of my questions, so ... if you were a piece of gym equipment, what piece would you be...??

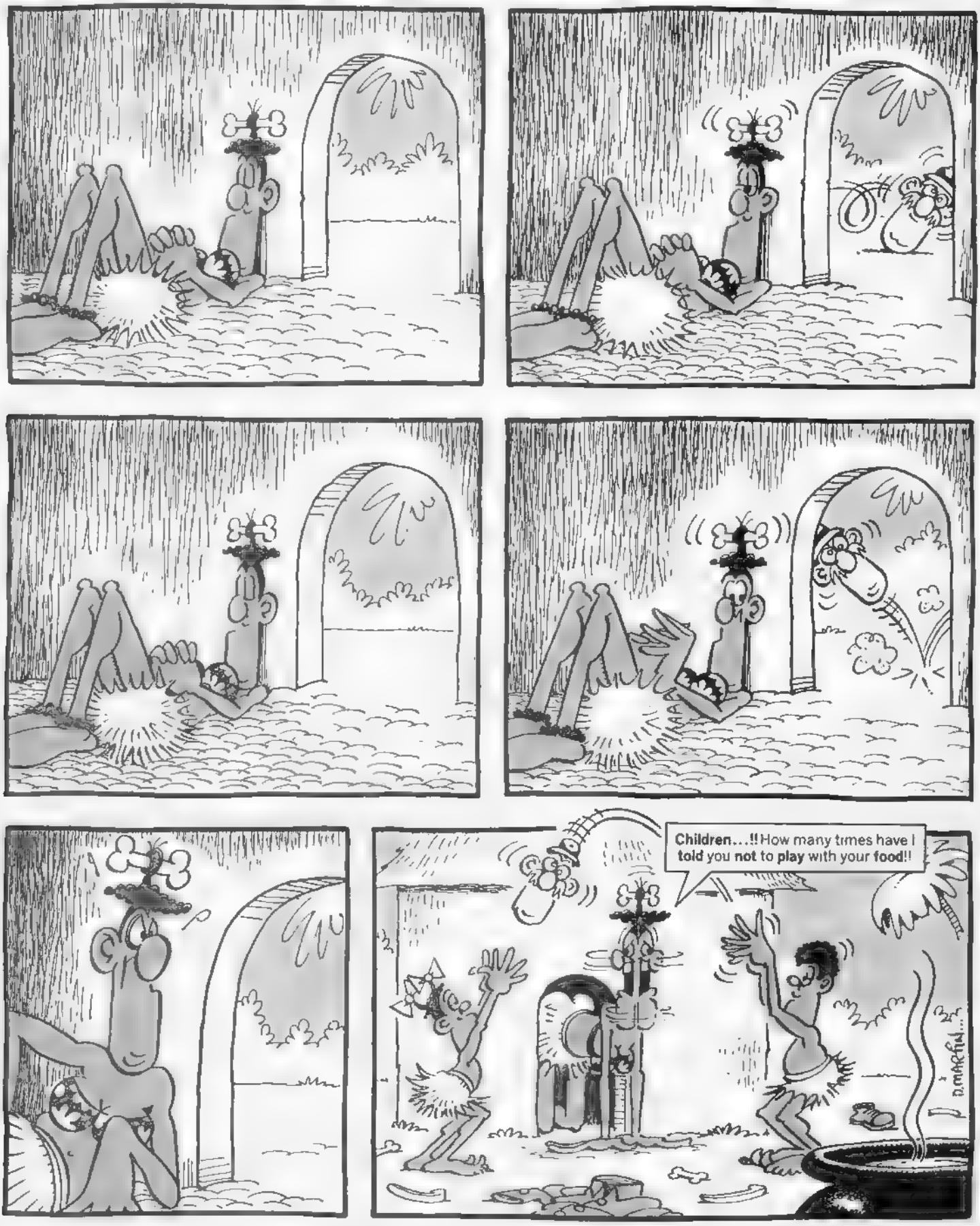
Hmm! A DUMBELL...!

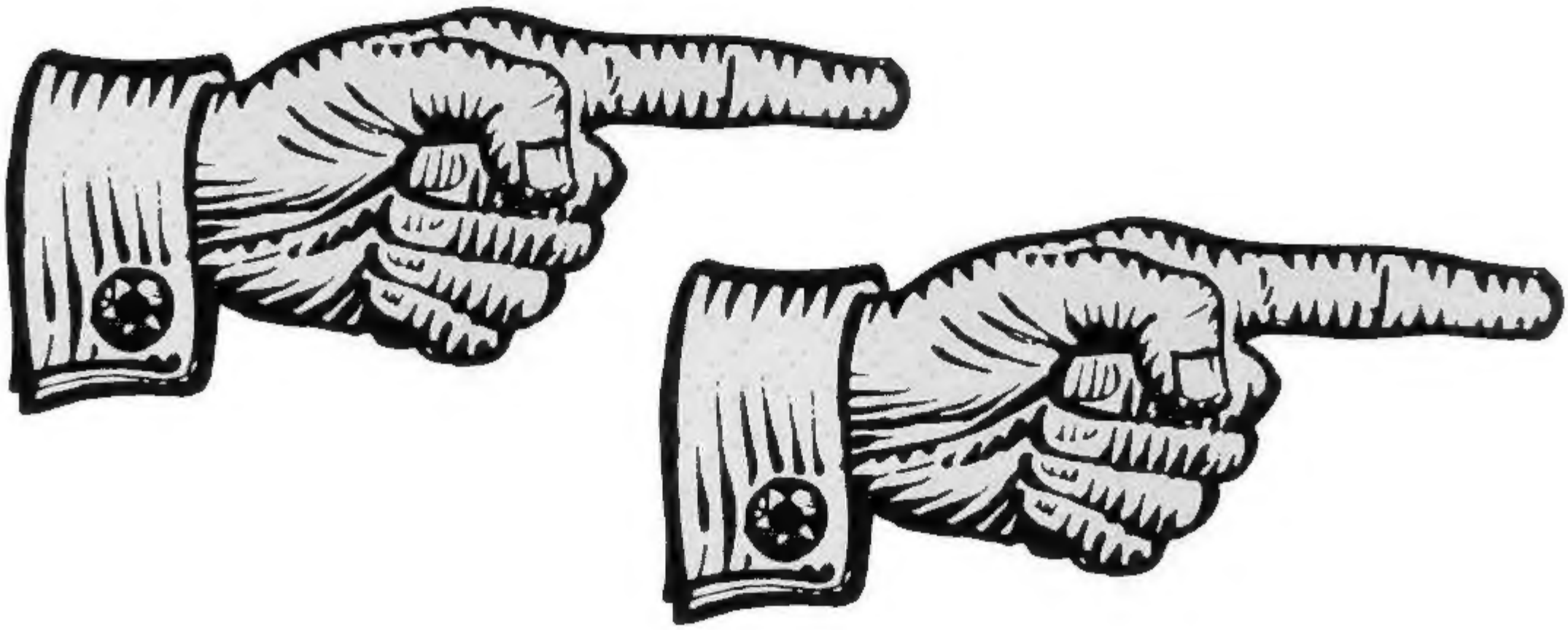
Oh Chris, I can see through that one! You're calling me a dumbell!

Please, Barbara, let's not insult the dumbells!

Thanks, Chris—I think! Well... until next time, when I find three MORE movies I want to see, but don't want to shell out the price of admissions, this is Barbara Waltzers saying, "Good-night for '5/30'—I mean '20/30'!"

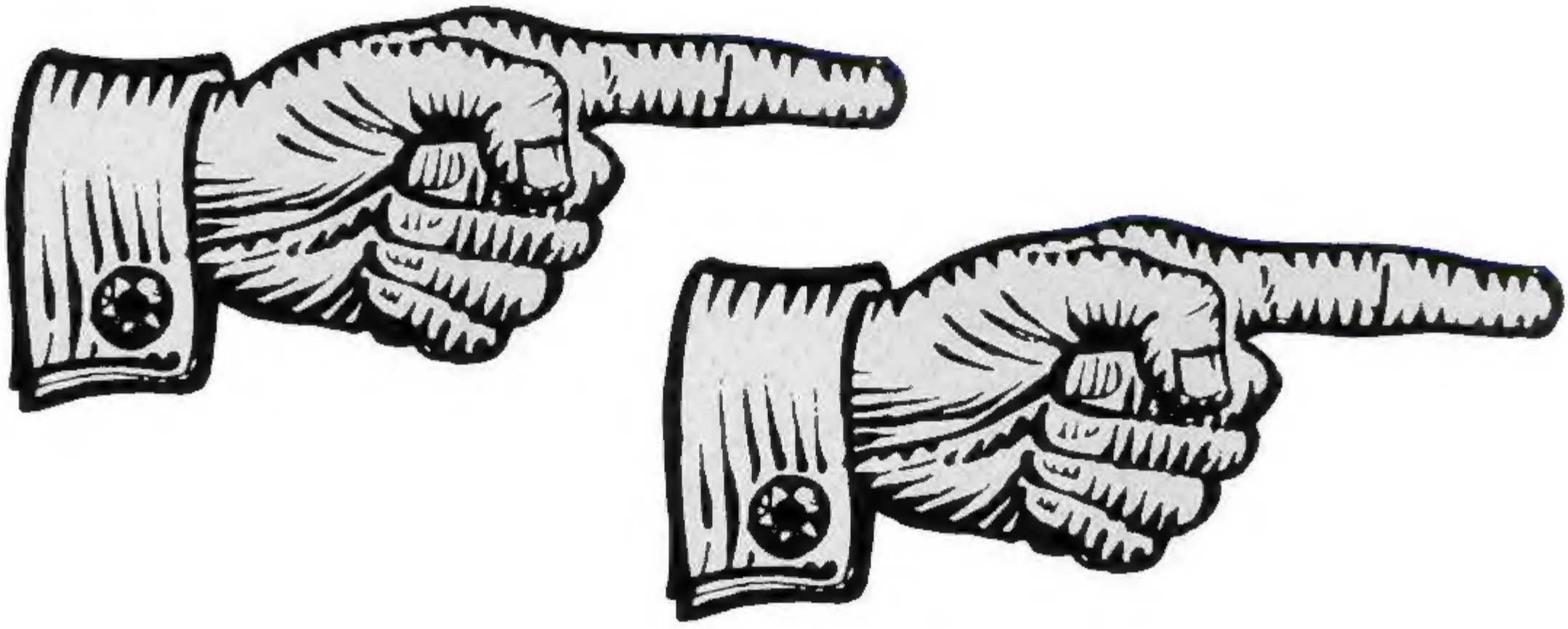
ONE STEAMING DAY IN THE CONGO





Nothing to see here!

Please skip ahead.



WHAT MODERN FROWNED-UPON ACTIVITY IS KEEPING OUR YOUTH SLIM AND TRIM?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

There is one modern-day "activity" (which many parents frown upon) that is causing youngsters to lose weight faster than any other sport or exercise. To find out exactly what it is, and how it works, fold in page as shown at right.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

VIVACIOUS KIDS TRY EVERYTHING...FROM RIDING WITH RODEO GANGS TO CROSS-COUNTRY CANOEING. MANY LEAVE THE HOMES THAT GOOD PARENTS PROVIDE JUST SO THEY CAN MINDLESSLY DABBLE THEIR LUNATIC LIVES AWAY, LOOKING FOR THRILLS. OTHERS REACH MORE SENSIBLE ATTITUDES AND AVOID THAT KIND OF BALONEY

A▸ ◂B

WHAT MODERN FROWNED-UPON ACTIVITY IS KEEPING OUR YOUTH SLIM AND TRIM?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

VIDEO
GAMES THAT
GOBBLE
THEIR LUNCH
MONEY

A B

WATT

...has stated his intention to weaken the Clean Air Act.

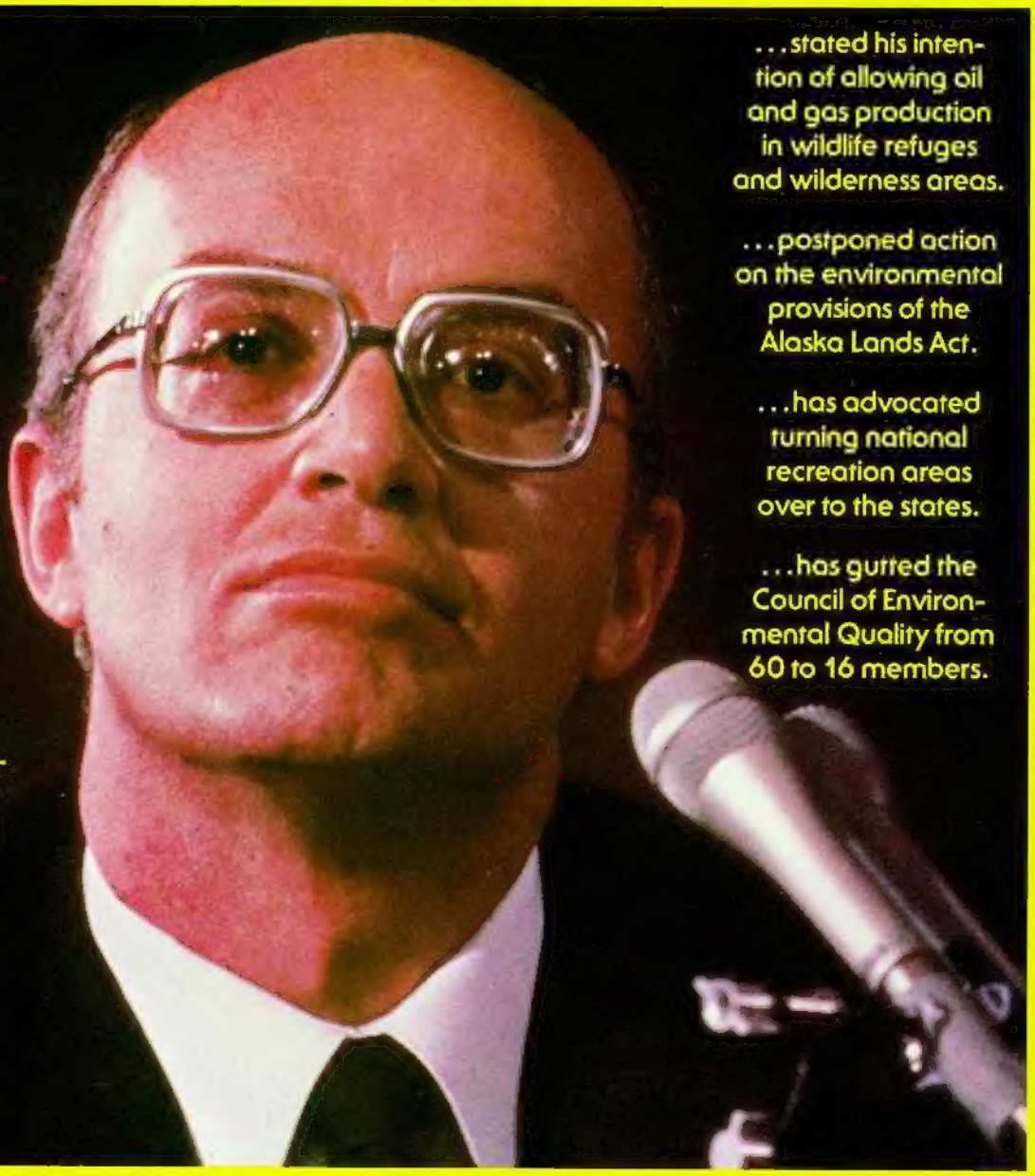
...has opposed the acquiring of any new National Park lands.

...has rescinded President Carter's orders restricting the export of all hazardous materials.

...pushed for funding cuts for the U.S. Fish and Wildlife Service, which will cripple its programs.

...fired about thirty Department of Interior attorneys who were doing essential work on protecting our Federal lands and resources.

...has stated "The Department of the Interior...must be ...the Amicus for the minerals industry in...Federal Policy."



UPI

...stated his intention of allowing oil and gas production in wildlife refuges and wilderness areas.

...postponed action on the environmental provisions of the Alaska Lands Act.

...has advocated turning national recreation areas over to the states.

...has gutted the Council of Environmental Quality from 60 to 16 members.

...WE WORRY!